

OUTSTANDING FOODS®

2022 INTERNATIONAL PRESENTATION



OUTSTANDING AGENDA

1. Meet Outstanding
2. Why Outstanding
3. Outstanding Foods Portfolio
4. Outstanding Distribution
5. Making a More Outstanding World
6. Outstanding vs. The Competition





Outstanding Foods makes Addictively Delicious and Highly Nutritious food products that have the taste and indulgence we all love about food. Our products are 100% plant-based and free of gluten, GMO's, trans fats, and artificial ingredients. You are what you eat so Be Outstanding!

In a short period of time, we've gained distribution at several thousand retail stores including Whole Foods, Walmart, Kroger, Safeway, and 7-Eleven. Our robust online business continues to grow with our online ads approaching 1 billion impressions and our Amazon efforts have seen great success. Be a part of the Outstanding movement!

YOU ARE WHAT YOU EAT
BE OUTSTANDING



Chef-Crafted by
DAVE ANDERSON

Executive Chef Behind
the Beyond Burger

100M+ Fans

Follow Our Celebrity Investors & Ambassadors

Rob Dyrdek, Snoop Dogg, Daniella Monet, Cesar Milan, Matt Higgins (Shark Tank), Emily Deschanel, Dierks Bentley, Patrick Stump & Andy Hurley (Fall Out Boy), Jared Followill (Kings of Leon), JaVale McGee, Lewis Howes and many more!



OUTSTANDING TEAM

Generated \$Billions in Value for Startups



Dave Anderson
Co-Founder & Head of R&D

- Executive Chef behind the innovative Beyond Burger, master of taste & texture
- Co-Founder of Just Foods (formerly Hampton Creek)
- Private Chef to Bill Gates, Ellen DeGeneres, Ozzy Osbourne, Paul McCartney, and Ron Howard



Bill Glaser
Co-Founder & CEO

- Entrepreneur with two 9-figure exits, expert in plant-based food movement
- Led raise of over \$250M for emerging growth companies
- Dedicated to helping people live healthier



Bobbie Turco
COO, Sales

- Grew revenue from \$1M to \$90M as VP of Sales at Simple Mills
- Built Enjoy Life to an \$80M brand, leading to acquisition by Mondelez



Fadi Sayegh
CFO

- 26 years of corporate finance experience in D2C & CPG
- Led the Proactiv Company to profitability as CFO with revenues over \$1B, plus the sale from private equity
- 6 years in leadership role at Beachbody taking growth from \$200M to \$1.5B



Kim Nieves
Director of Marketing

- 15+ years driving brand creation, innovation & growth with award-winning marketing strategies in CPG & retail
- Led CVS PL beauty strategy launching award-winning Nuance Salma Hayek, store brand increased 4% to 17%

OUTSTANDING MILESTONES ACROSS CHANNELS



Early 2020
Brand Launch

Oct 2020
Outstanding Puffs Online Launch

TRADER JOE'S



WORLD MARKET
SPROUTS FARMERS MARKET



gopuff

Walmart
Harris Teeter
Neighborhood Food & Pharmacy



In Q1 this year we launched a brand refresh across all platforms giving us an elevated, clean look to not only further connect with Gen Z and Millennials but to exemplify all that it is to be Outstanding!

WHAT MAKES US OUTSTANDING?

We believe that you
shouldn't have to
compromise between...

FLAVOR & FUNCTION
LESS BAD & ACTUALLY
GOOD
CONVENIENCE &
NUTRITION

PLANT
BASED
PROTEIN

WHOLE
FOOD
NUTRIENTS

ESSENTIAL
VITAMINS
&
MINERALS



OUTSTANDING NUTRITION

We deliver complex nutrients and phytonutrients sourced from organic fruits & vegetables

21 Essential Vitamins & Minerals

100% Natural & Chemical Free

100% Organic & Rich in Antioxidants

Nutrient Bioavailability & Bioabsorption



Food Sourced Nutrition

Vitamins & minerals from food are **100% assimilated into the body** – that is Food Sourced Nutrition – that is Outstanding Foods!

The vitamins & minerals in our proprietary blend are **Food Sourced Nutrients** and are **absorbed into the body** because they are foods with their own co-enzymes

Artificial or synthetic vitamins are poorly assimilated, and the body only absorbs **10-12% of the synthetic chemical** with the balance passed from the body as waste

The State of Nutrition

DAILY SHORTFALLS

- **6%** of individuals achieve their recommended target for vegetables
- **8%** achieve their recommended target for fruits

HEALTH CONCERNS

- **Heart disease, cancer, and diabetes** are assuming epidemic levels. **#1 reason** is the lack of protective nutrients in our diets

Food Industry Trends

- Clean Labels
- Simple & Natural Ingredients
- Healthy, “Better-For-You”
- Functional Foods
- Real Food, Real Ingredients



WHAT MAKES US OUTSTANDING?

Outstanding Foods creates great tasting, chef-crafted, functional plant-based snacks filled with protein, vitamins and minerals. You are what you eat... be Outstanding!



- ▶ 7g of plant-based protein per serving
- ▶ No sketchy ingredients
- ▶ Baked, not fried



- ▶ 7g of plant-based protein per serving
- ▶ 20 essential vitamins & minerals from whole, organic veggies



- ▶ 4g of plant-based protein per serving
- ▶ 20 essential vitamins & minerals from whole, organic veggies



- ▶ 5g of plant-based protein per serving
- ▶ 20 essential vitamins & minerals from whole, organic veggies

SALTY

SWEET

THE OUTSTANDING CONSUMER

Outstanding Foods has mainstream appeal with Millennials and growing with Gen Z looking for better-for-you options.

Modern Snacker

Always on-the-go and trying something new. Based on their friends around them they are being more conscious about what they eat. They try to have a balanced more wholesome diet, but still sometimes indulge.



Demographics



AGE
25-44



GENDER MIX
65F / 35M



EDUCATION
College Graduate



HHI
\$70,000+



MARITAL STATUS
Married



HOUSEHOLDS
Young Kids

The Millennial Mom

This urban-dwelling millennial coparents her two young children, ages 3 and 5, with her supportive partner while working full-time in advertising. She is busy juggling career and family, so she relies on product recommendations from her network when deciding what to buy.



CONSUMERS LOVE OUTSTANDING FOODS

Addictively delicious snacks good for the whole family and loved by all ages!

“The flavors are awesome tasting and the amount of protein per bag is also a major plus to these products.”



“Outstanding foods flavors and textures are so amazing. It’s almost unreal. I am on my second order and will continue to order for me and my family.”



“I’m in the middle of a diet and when I saw these I was like ...wow 21g of protein in a bag of chips and 400 calories in the entire bag? Ordered the variety pack and they all tasted really good I’m going to be subscribed to them for a while.”



“Products are great! We love them and even my 2- and 1-year old grandkids love them.”



THE MARKET

Outstanding is on trend for a generation of new eaters



\$162 B

in sales expected for plant-based alternatives within the next decade

\$1.4 T

in sales expected for plant-based alternatives by 2050

79%

of millennials eat plant-based meats as they desire more plant-based diets

88%

of consumers say taste is the #1 driver of their grocery purchase

9.7 B

will be the population of the world by 2050, to meet this challenge, the UN & USDA recommend plant-based diets.

OUTSTANDING ACHIEVEMENTS



**Eat This,
Not That!**

The 10
Best New
Products We
Saw at Expo
West 2022



redbook

17 Must
Have Road
Trip Snacks
for Summer
2022



**Men's
Health**

Snack
of the
Year
2020



**World
FOOD
Innovation
Awards
2020**

Best
Snacking
Innovation
Finalist
2020

AS SEEN IN

Forbes

VegNews

BuzzFeed

Women's Health

WholeFoo
Magazin

POPSUGAR.

yahoo!
finance

GENIUS KITCHEN

Entrepreneur

ELITE DAILY

ALL OF THE FLAVOR, NONE OF THE DAIRY



73%

Of Millennials and Gen Z purchased dairy-free alternatives in 2021

68%

of the world's population is lactose intolerant

\$40B

dairy-free market worldwide to surpass by 2026

OUTSTANDING CHEESE BALLS™

The next generation of cheese balls is here and they're a plant-based, dairy-free dream come true.

Available in: Cheddar, Bacon Cheddar, Jalapeño Cheddar, Garlic Parmesan.

Full Size (3 oz) & Snack Size (1.25 oz)

4g PROTEIN PER SERVING

20 VITAMINS & MINERALS

CHEDDA INGREDIENTS: Rice, Expeller-Pressed Sunflower Oil, Cheddar Seasoning (Pea Protein, Tapioca Solids, Sea Salt, Natural Flavor*, Yeast Extract, Nutritional Yeast, Lactic Acid*, Annatto Extract, Paprika Extract), Red Lentil, Pea Protein, Brown Rice Protein, Nutrients from a Proprietary Blend (Broccoli, Spinach, Kale, Pumpkin, Sweet Potato, Sunflower Seed, Cranberry, Chlorella, Maitake Mushroom, Shiitake Mushroom). *Derived from vegan sources



Nutrition Facts

3 servings per container
Serving size 1 oz (28g)

Amount per serving
Calories 130

	% Daily Value*
Total Fat 6g	8%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Total Carbohydrate 15g	5%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes Added Sugars 0g	0%
Protein 4g	5%
Vitamin D 2mcg	10%
Calcium 9mg	0%
Iron 2mg	10%
Potassium 47mg	2%
Biotin 3mg	10%
Folate 0.04mg	10%
Niacin 2mg	15%
Pantothenic Acid 0.5mg	10%
Riboflavin 0.2mg	10%
Thiamin 0.3mg	25%
Vitamin A 97mcg	10%
Vitamin B ₆ 0.2mg	10%
Vitamin B ₁₂ 0.3mg	15%
Vitamin C 10mg	10%
Vitamin E 4mg	25%
Vitamin K 13mcg	10%
Chromium 4mcg	10%
Copper 0.1mg	10%
Iodine 16mcg	10%
Manganese 0.3mg	15%
Molybdenum 5mcg	10%
Selenium 6mcg	10%
Zinc 1mg	10%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

CLASSIC CRUNCH MADE FOR PIGGING OUT



OUTSTANDING PIG OUT CRUNCHIES™

Addictively delicious, highly nutritious plant-based crunchies that are nothing short of outstanding, and available in 5 pig out worthy flavors.

Available in: Nacho Cheese, Texas BBQ, Hella Hot, Sea Salt (formerly Original), and Salt & Vinegar.

Full Size (3.5 oz) & Snack Size (1.25 oz)

\$98B
in Sales
for Global
Healthy
Snack
Food
Market by
2025

\$2B
in US Pork
Rind Sales

7g PROTEIN PER SERVING **NO SKETCHY INGREDIENTS**

NACHO CHEESE INGREDIENTS: Rice, High-Oleic Expeller-Pressed Sunflower Oil, Pea Protein, Yellow Pea, Nacho Seasoning (Pea Protein, Sea Salt, Yeast Extract, Natural Flavor*, Cane Sugar*, Onion Powder Tomato Powder, Spices, Vinegar Powder [Maltodextrin, White Distilled Vinegar], Garlic Powder, Green Bell Pepper Powder, Paprika Extract, Lactic Acid*, Citric Acid, Jalapeño Pepper) *Derived from vegan sources



Nutrition Facts	
3.5 servings per container	
Serving size	1 oz (28g)
Amount per serving	
Calories	130
% Daily Value*	
Total Fat 6g	8%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 200mg	9%
Total Carbohydrate 13g	5%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes Added Sugars 0g	0%
Protein 7g	8%
Vitamin D 0mcg	0%
Calcium 8mg	0%
Iron 1mg	6%
Potassium 49mg	2%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

THE ONLY PUFF WITH OUTSTANDING STUFF



OUTSTANDING PUFFS™

The plant-based puff with only the outstanding stuff, and with 5 savory flavors you won't be able to get enough.

Available in: White Cheddar, Chill Ranch, Hella Hot, Pizza Partay, and Kansas City BBQ.

Full Size (3 oz) & Snack Size (1.25 oz)

7g PROTEIN PER SERVING **20 VITAMINS & MINERALS**

WHITE CHEDDA INGREDIENTS: Rice, High Oleic Expeller Pressed Sunflower Oil, Pea Protein, Vegan White Cheddar™ Seasoning (Pea Protein, Organic Tapioca Solids, Sea Salt, Organic Flavor*, Baker's Yeast Extract, Inactive Baker's Yeast, Lactic Acid*, Onion Powder, Garlic Powder, Spices, Citric Acid), Yellow Pea, Brown Rice Protein, Calcium Carbonate, Nutrients from a Proprietary Blend (Broccoli, Spinach, Kale, Pumpkin, Sweet Potato, Sunflower Seed, Cranberry, Chlorella, Maitake Mushroom, Shitake Mushroom). *Derived from vegan sources

Nutrition Facts	
3 servings per container	
Serving size	1 oz (28g)
Amount per serving	
Calories	130
% Daily Value*	
Total Fat 6g	8%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 240mg	10%
Total Carbohydrate 12g	4%
Dietary Fiber 1g	4%
Total Sugars 0g	
Includes Added Sugars 0g	0%
Protein 7g	8%
Vitamin D 2mcg	10%
Calcium 126mg	10%
Iron 2mg	10%
Potassium 36mg	0%
Biotin 3mg	10%
Folate 0.04mg	10%
Niacin 2mg	15%
Pantothenic Acid 0.5mg	10%
Riboflavin 0.14mg	10%
Thiamin 0.13mg	10%
Vitamin A 96mcg	10%
Vitamin B ₆ 0.2mg	10%
Vitamin B ₁₂ 0.3mg	15%
Vitamin C 10mg	10%
Vitamin E 4mg	25%
Vitamin K 13mcg	10%
Chromium 4mcg	10%
Copper 0.1mg	10%
Iodine 16mcg	10%
Manganese 0.3mg	15%
Molybdenum 5mcg	10%
Selenium 6mcg	10%
Zinc 1mg	10%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

\$529.66B

**global functional
& fortified food
sales**



OUTSTANDING DISTRIBUTION



E-COMMERCE

- snackmagic
- goPuff
- QVC
- instacart
- Walmart.com
- FAIRE

INTERNATIONAL

- Middle East
- Thailand
- UK
- Puerto Rico
- Singapore

MAKING A MORE OUTSTANDING WORLD



Plant-Based is good for you and the Earth

A global shift to a plant-based diet could reduce mortality and greenhouse gases caused by food production by 10% and 70%, respectively, by 2050

source: <https://www.pcrm.org/good-nutrition/vegan-diet-environment>

CEO Bill Glaser joins PBFA Board

Plant-Based Food Association's mission is to create a world where values and business interests harmonize to create a plant-based food system that respects the dignity and health of all living beings and the planet.

Giving Back to the Communities We Serve

To date, we've donated **over 175,000** bags to food banks across the country, such as Maryland Food Bank and Three Square



As a rePurpose Global partner, we donate a percentage of every product to fund the collection of plastic from oceans and landfills

OUR IMPACT

23,934
pounds

Plastic Waste Diverted from Oceans and Landfills

39,103
pounds

Plastic Recovered To Date

220
people

Waste Workers & Family Members Provided with Additional Income

OUTSTANDING FOODS IS PLASTIC NEUTRAL

In Partnership with Repurpose Global, Outstanding Foods donate a percentage of every product to fund the collection of plastic from oceans and landfills



Fall 2021 – Summer 2022
Project Ajabu Ya Bluu: Nairobi, Kenya

CURRENT PROJECT:
Laut Yang Tenang, Indonesia

Safeguard the Great Rift Valley and the ecosystem in Nairobi, Kenya

899,920 pounds

Plastic Waste Diverted from Kenyan Landfills!

The image shows a scenic view of the Great Rift Valley in Kenya, with a person in a red and white plaid shirt standing in the foreground, looking out over the valley. The landscape is characterized by steep, rocky hills and a deep valley. A yellow circle highlights the amount of plastic waste diverted from landfills.

Partnering with

waste4change

Collect & ethically dispose MLP (Multi-Layered Plastic) used for food & bev. packaging to divert Plastic Waste from Indonesian Oceans!

The image shows a coastal landscape with a waterfall cascading into the ocean. The sky is blue, and the water is white with foam. The Waste 4 Change logo is prominently displayed, featuring a blue circle with the letters "W4C" inside. Text describes the partnership and the goal of diverting plastic waste from the ocean.

OUTSTANDING CHEESE BALLS™



SERVING SIZE	1oz	1oz	1oz	1oz
CALORIES	130	150	160	150
PROTEIN	4g	4g	2g	2g
CARBS	15g	13g	20g	14g
SUGAR	0	4g	2g	2g
FIBER	0	<1g	<1g	0g
DAIRY FREE	✓	No	No	No
FREE FROM DECLARABLE ALLERGENS	✓	No	No	No
NON-GMO	✓	Yes	Yes	No
GLUTEN-FREE	✓	No	No	Yes
VEGAN	✓	No	No	No
KOSHER	✓	No	No	Yes
NO ARTIFICIAL FLAVORS	✓	Yes	Yes	Yes
NO ARTIFICIAL COLORS	✓	No	Yes	No

OUTSTANDING PIG OUT CRUNCHIES™



SERVING SIZE	1oz	1oz	1oz	1oz
CALORIES	130	130	126	150
PROTEIN	7g ★	3g	2g	2g
CARBS	13g ★	19g	19g	19g
SUGAR	0	<1g	<1g	1g
FIBER	1g	1g	1g	1g
FREE FROM DECLARABLE ALLERGENS	✓			
NON-GMO	✓			
GLUTEN-FREE	✓			
VEGAN	✓			
KOSHER	✓			
NO ARTIFICIAL FLAVORS	✓			
NO ARTIFICIAL COLORS	✓			

OUTSTANDING PUFFS™



SERVING SIZE	1oz	1oz
CALORIES	130 ★	150
PROTEIN	7g ★	1g
CARBS	12g ★	15g
SUGAR	0	2g
FIBER	1g	0g
FREE FROM DECLARABLE ALLERGENS*	✓	Yes
NON-GMO	✓	Yes
GLUTEN-FREE	✓	Yes
VEGAN	✓	Yes
KOSHER	✓	Yes
NO ARTIFICIAL FLAVORS	✓	Yes
NO ARTIFICIAL COLORS	✓	Yes

*The White Cheddar Puffs contain mustard. All other Puff varieties do NOT contain mustard.

OUTSTANDING FOODS®



THANK YOU!