Chickapea



Company Profile



FOUNDED

Chickapea was created by Shelby Taylor to provide a nutritious, convenient and familiar meal option to families dealing with time constraints, picky eaters, allergies and health issues.



LAUNCHED

Chickapea pasta - made from only organic chickpeas and lentils - hit the Canadian market in July 2016.



EXPANSION

After becoming clear that Chickapea not only hit the mark with families, but with all types of people looking to improve their health without sacrificing taste or time, Chickapea expanded into the United States.



TODAY

2016

GROWING

Chickapea is now found in over 3500 retail locations across North America with a growing consumer base that is inspired to feel better and energized to do good things in the world.





Our mission is to create good for the world through nutritious, organic meal options and impactful social contributions.

SHELBY TAYLOR

CHICKAPEA **FOUNDER & CEO**











Organic Pasta



Chickapea pasta is made from only organic chickpeas and lentils. It's packed full of protein, fiber & iron, but cooks, looks and tastes like the pasta you love and crave!

Unlike many of our competitors, Chickapea focuses on a single tried and tested recipe, so customers know if they love one shape, they'll love them all!

- Certified Organic
- Made with only organic chickpeas and lentils
- Certified Gluten-Free, Non-GMO, Vegan & Kosher
- Certified Woman Owned Business

- Certified B Corporation
- Low-glycemic
- Excellent Source of iron & folate
- Tastes and looks like traditional pasta

Pack / Size	6 / 8oz
MSRP	\$4.99
Shelf Life	30 Months

4 servings per container Serving size 2oz (56g						
Calories		202 (86g) 10	370			
	% Daily	Value*				
Total Fat	2g	3%	3.5g	4%		
Saturated Fat	0g	0%	0.5g	3%		
Trans Fat	Cg	- 100	Og			
Cholesterol	Orng	0%	Omg	0%		
Sodium	Omg	0%	Omg	0%		
Total Carbohydrate	34g	12%	61g	22%		
Dietary Fiber	6g	21%	11g	39%		
Total Sugars	1g		2g			
Includes Added Sugars	Cg	0%	Og	0%		
Protein	13g		23g			
Vitamin D				62		
District Control	Omeg	0%	Omeg	0%		
Caldum	66mg	5%	118mg	10%		
Iron	3mg	15%	5mg	30%		
Potassium Thiamin	560mg	10%	1000mg	20%		
Thiamin Riboflavin	0.5mg	40%	0.8mg	70%		
Niacin Niacin	0.1mg	8%	0.2mg	15%		
Old Tribulation	1mg	20%	1mg	6%		
Vitamin B ₆	0.3mg	25%	0.5mg	30%		
Vitamin B-2	99mcg DFE	20%	177mcg DFE	40%		
Phosphorus	0.5mcg 224mg	20%	0.9mcg	30%		
Magnesium	20.000		400mg			
iviagnesium Zinc	46mg 2mg	10%	82mg 4mg	20%		



Competitive Comparison – Pasta

	CHICKAPEA	BANZA	ANCIENT HARVEST POW! CHICKPEA	EXPLORE CUISINE CHICKPEA	TOLERANT CHICKPEA	FELICIA GREEN PEA	CYBELE'S RED LENTIL, TOMATO & RED BELL PEPPER	AL DENTE CHICKPEA + TURMERIC
ORGANIC				•	•	•		•
CERTIFIED B CORPORATION								
PROTEIN*	23g	23g	21g	23g	20g	20g	24g	22g
FIBER*	11g	8g	8g	7g	11g	9g	6g	13g
ONLY LEGUMES	0					•		
SINGLE RECIPE ALL SKUS**	0	•						
NO RICE, TAPIOCA OR ADDITIVES	0				•	•	•	•
NO ADDED PEA PROTEIN	0		•		•	•	•	•
INGREDIENTS	Organic chickpeas, organic yellow lentils, organic red lentils	Chickpeas, tapioca, pea protein. xanthan gum	Chickpea flour, yellow pea flour, brown rice flour	Organic chickpea flour, organic brown rice flour, organic tapioca starch, organic pea protein powder	Organic chickpea flour	Organic red lentil flour	Red lentil, tomato & red bell pepper	Organic chickped organic turmeric

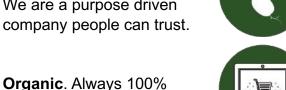
^{*}Per 3.5oz (100g) serving

organic.

^{**} Chickapea offers a single tested recipe across all skus so a consumer knows if they love one shape, they'll love them all. Our recipe is unique from other brands.



Only Certified B **Corporation** in the category. We are a purpose driven company people can trust.

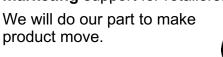


Strong online and in-store marketing support for retailers.

product move.

Organic pasta made with only chickpeas & lentils. No rice, xanthan gum, pea protein or any other unnecessary ingredients.

Charity: We donate 3 cents per package to feed nutritious school lunches to children in need. and it says so right on the package.







Vegan Mac



Organic chickpea lentil pasta with a creamy sweet potato and pumpkin sauce.















PROTEIN

Introducing a delicious dairy-free option!

We've paired our organic chickpea lentil pasta with a creamy sweet potato and pumpkin sauce!

Full of protein, fiber, nutrients and flavor, there's not a healthier way to enjoy this favorite comfort food!

- Organic
- Pasta made with only organic chickpeas and lentils
- 100% Dairy-free and Plant-Based
- Complete Protein: 17g!
- Certified Gluten-Free, Verified Non-GMO, Vegan & Kosher

- Excellent source of Iron & Folate
- Sauce made with sweet potatoes & pumpkin
- No palm oil, rice syrup, corn, pea protein or "natural" flavors

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About 1 cup prepared About 2.5 servings per container

2.5 oz (70g)

Calories		Per Serving Dry Mix 260	Per Serving As prepared 360		
	% Daily Value*		% Daily Value*		
Total Fat	3g	4%	14g	18%	
Saturated Fat	0.5g	3%	2.5g	13%	
Trans Fat	0g		0g		
Cholesterol	Omg	0%	0mg	0%	
Sodium	40mg	2%	200mg	9%	
Total Carbohydrate	41g	15%	41g	15%	
Dietary Fiber	7g	25%	7g	25%	
Total Sugars	3g	7 1.	3g		
Includes Added Sugars	Og	0%	0g	0%	
Protein	17g	-	18g		
Vitamin D	Omeg	0%	1mcg	6%	
Calcium	40mg	4%	208mg	15%	
Iron	4mg	20%	4mg	20%	
Potassium	650mg	15%	707mg	15%	



Competitive Comparison – Vegan Mac

	CHICKAPEA VEGAN MAC	DAIYA CHEEZY MAC	BANZA PLANT BASED MAC	MODERN TABLE VEGAN MAC	ANNIE'S VEGAN MAC
ORGANIC	0				•
CERTIFIED B CORPORATION					
PROTEIN*	17g	4 g	15g	13g	8g
FIBER*	7g	1g	7 g	3g	2g
SOY, CORN AND PALM OIL FREE	(•	•		
GLUTEN-FREE		•	•	•	
VECTABLE BASED SAUCE	(•		
NO ADDED PEA PROTEIN					
INGREDIENTS	Chickapea pasta: Organic chickpea flour, organic yellow lentil flour, organic red lentil flour Organic Vegan Seasoning: Organic pumpkin powder, organic sweet potato powder, organic tapioca storch, organic couliflower powder, sea salt, organic yeast extract, organic yeast extract, organic organic gorlic powder	Brown rice pasta: Whole grain brown rice, rice bran, water Sauce: Filtered water, tapioca starch, non-CMO expelier pressed: canole and/or safflower oil, second oil, sea salt, vegan natural flavours, pea protein isolate, tricalcium phosphate, carne sugar, lactic acid (vegan), xanthan gum, yeast extract, titanium dioxide (naturally occurring mineral), anato (colour), anion		Medern Table pasta: Red lentil flour, white rice, peo protein Sauce: Paim oil powder [certified sustainably sourced paim oil], rice syrup, sait, modified food starch, notural flavors, contains 2% or less lactic acid powder, sunflower lecithin, annatto extract [color] and poprika extract [color])	Vegan Cheddar Flavor Seasoning Organic rice syrup solids, organic paim oil, sea salt, organic corn starch, organic pea protein, natural flavor, sunflower lecitini lactic acid, organic annatto

*Per 2.5oz (70g) serving

Chickapea's Vegan Mac is the cleanest and most nutritious dairy-free option on the market. All of our ingredients are real food, wholesome and organic.

Competitive products are not all organic or gluten-free and include palm oil, rice syrup, corn, "natural" flavors, pea protein, xanthan gum & more.



Chickapea Sells Best!

Chickapea Ranked in TOP 5 for Velocity in the Category!

nk	BRAND	DESCRIPTION	UPC	Units	Unit Shr, Product Grp	ARP	Max % ACV	Units SPM
1	CHICKAPEA	Chickapea Pasta Spirals Og 8 Oz	06-28451-86804	11,454.67	6.	3.87	22.3	2.9
2	FELICIA ORGANIC	Felicia Organic Green Pea Rotini Og 8 Oz	08-13616-02016	9,510.12	5.	3.69	21.5	2.5
3	CHICKAPEA	Chickapea Pasta Shells Og 8 Oz	06-28451-86805	9,356.63	4.9	3.89	21.7	2.4
4	TOLERANT	Tolerant Red Lentil Rotini Og 8 Oz 00629	08-37186-00629	3,715.73	1.9	3.74	8.6	2.4
5	CHICKAPEA	Chickapea Pasta Penne Og 8 Oz	06-28451-86806	8,730.01	4.6	3.83	21.5	2.3
6	EXPLORE CUISINE	Explore Cuisine Red Lentil Penne Og 8 Oz	08-54183-00629	23,263.24	12.2	3.90	66.3	2
7	FELICIA ORGANIC	Felicia Organic Mltigrn Tortiglioni Og 8 Oz	08-13616-02018	3,819.87	2.	2.32	11.2	1.9
8	TOLERANT	Trsmp Reg Mcrni Crbxw 8oz	08-37186-00644	7,881.81	4.1	3.13	23.3	1.9
9	TOLERANT	Tolerant Green Lentil Rotini Pasta Og 8 Oz	08-37186-00681	590.69	.3	3.83	1.8	1.9
10	TOLERANT	Tolerant Green Lentil Penne Og 8 Oz	08-37186-00633	3,702.70	1.9	3.75	12.2	1.7
11	EXPLORE CUISINE	Explore Cuisine Green Lentil Pasta Og 8 Oz	08-54183-00634	13,928.91	7.3	3.66	47.8	1.6
12	TOLERANT	Tolerant Black Bean Penne Og 8 Oz 00625	08-37186-00625	146.58	.1	2.53	0.5	1.6
13	TOLERANT	Tolerant Red Lentil Penne Pasta Og 8 Oz 0062	08-37186-00628	13,634.01	7.1	3.07	50.1	1.5
14	EXPLORE CUISINE	Explore Cuisine Chickpea Fusilli Og 8 Oz	08-54183-00627	16,297.18	8.5	3.71	61.3	1.5
15	ANCIENT HARVEST	Ancient Harvest Quinoa Garden Pagodas Og 8	00-89125-28000	11,142.14	5.8	3.20	42.7	1.5



All 3 Chickapea short cuts rank in top 5 for movement off shelf

The past 12-week SPINS data for the total US natural market proves that Chickapea moves off shelf faster than any other organic short pasta in the category.

Our **SPM (Sales Per \$Million of ACV)** place Chickapea in the top 1, 3 and 5 spots for sales velocity.

This means that when put on shelf, **Chickapea sells better than all other brands in the category!**



The Chickapea Consumer





Primary Consumer

- Health conscious millennial women aged 25 -34
- Busy mothers aged 28 45







Secondary Consumer

- Athletes
- People with food intolerances & diet-related diseases
- Health-minded seniors



Simple, wholesome ingredients make for a simple decision



Quality, plantbased protein for vegan, vegetarians & those looking to reduce animal consumption



Convenient & familiar health food for busy lives



Excellent option for people with food intolerances & allergies



Nutrientdense comfort food, delicious & nutritious



Great for picky eaters, everyone loves pasta!



Marketing

WE'RE HERE TO SERVE OUR CUSTOMERS AND MAKE PRODUCT MOVE.

WE'LL SUPPORT YOU THROUGH:

CONTRIBUTIONS TO STORE EVENTS

COMPETITIVE PROMO PROGRAMS & ATTRACTIVE POS MATERIALS

CONTENT, SUCH AS RECIPES, TO SHARE WITH YOUR CUSTOMERS

DIGITAL TARGETING
TO DRIVE TRAFFIC
SPECIFICALLY TO
YOUR STORES,
INCLUDING
REPORTING













Social Responsibility







1,100

CHILDREN FED SCHOOL LUNCHES FOR A YEAR

3 Cents from the sale of every package of Chickapea goes to support WE Charity's School Nutrition Program. **TOP 10%**

OF B CORPORATION'S WORLDWIDE

Chickapea was named a Best for the World B Corporation in 2019 in recognition of the company's positive impact on the environment, workforce, local communities, suppliers, customers, and corporate governance.

16,300

POUNDS OF PRODUCT DONATED

To food banks, food centers and charity and community events.

*Numbers to date ending December 2019

