

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.

2015



LAUNCHED

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

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.

2017



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.

TODAY



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

SHELBY TAYLOR
-
CHICKAPEA
FOUNDER & CEO



WOMEN[®]
OWNED



Chickapea

Organic Pasta



Made with
only organic
chickpeas &
lentils.

23g*
PROTEIN



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

Nutrition Facts

4 servings per container
Serving size























2oz (56g)

	2oz (56g)	2.5oz (70g)
Calories	210	370
	% Daily Value*	% Daily Value*
Total Fat	2g 3%	3.6g 4%
Saturated Fat	0g 0%	0.5g 3%
Trans Fat	0g	0g
Cholesterol	0mg 0%	0mg 0%
Sodium	0mg 0%	0mg 0%
Total Carbohydrate	34g 12%	61g 22%
Dietary Fiber	6g 21%	11g 39%
Total Sugars	1g	2g
Includes Added Sugars	0g 0%	0g 0%
Protein	13g	23g
Vitamin D	0mcg 0%	0mcg 0%
Calcium	66mg 6%	118mg 10%
Iron	3mg 15%	5mg 30%
Potassium	660mg 10%	1000mg 20%
Thiamin	0.5mg 40%	0.8mg 70%
Riboflavin	0.1mg 8%	0.2mg 15%
Niacin	1mg 6%	1mg 6%
Vitamin B ₆	0.3mg 20%	0.5mg 30%
Folate	99mcg DFE 25%	177mcg DFE 45%
Vitamin B ₁₂	0.5mcg 20%	0.9mcg 40%
Phosphorus	224mg 20%	400mg 30%
Magnesium	46mg 10%	82mg 20%
Zinc	2mg 20%	4mg 35%

*The % Daily Value 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.

Chickapea

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								
SINGLE RECIPE ALL SKUS**								
NO RICE, TAPIOCA OR ADDITIVES								
NO ADDED PEA PROTEIN								
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 chickpea, organic turmeric

*Per 3.5oz (100g) serving

** 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.



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



Organic. Always 100% organic.



Strong online and in-store **marketing** support for retailers. We will do our part to make product move.



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

Chickapea

Vegan Mac



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



17g*
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

Pack / Size	6 / 5.7oz
MSRP	\$4.99
Shelf Life	18 Months

Nutrition Facts











About 1 cup prepared
About 2.5 servings per container

Serving size	2.5 oz (70g)	
	Per Serving Dry Mix	Per Serving As prepared
Calories	260	360
	% Daily Value*	% Daily Value*
Total Fat	3g 4%	14g 18%
Saturated Fat	0.5g 3%	2.5g 13%
Trans Fat	0g	0g
Cholesterol	0mg 0%	0mg 0%
Sodium	40mg 2%	200mg 9%
Total Carbohydrate	41g 15%	41g 15%
Dietary Fiber	7g 25%	7g 25%
Total Sugars	3g	3g
Includes Added Sugars	0g 0%	0g 0%
Protein	17g	18g
Vitamin D	0mcg 0%	1mcg 6%
Calcium	40mg 4%	208mg 15%
Iron	4mg 20%	4mg 20%
Potassium	850mg 15%	707mg 15%

*The % Daily Value 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.

Chickapea

Competitive Comparison – Vegan Mac

	CHICKAPEA VEGAN MAC	DAIYA CHEEZY MAC	BANZA PLANT BASED MAC	MODERN TABLE VEGAN MAC	ANNIE'S VEGAN MAC
ORGANIC					
CERTIFIED B CORPORATION					
PROTEIN*	17g	4g	15g	13g	8g
FIBER*	7g	1g	7g	3g	2g
SOY, CORN AND PALM OIL FREE					
GLUTEN-FREE					
VEGETABLE 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 starch, organic cauliflower powder, sea salt, organic yeast extract, organic onion powder, organic sweet paprika, organic garlic powder	Brown rice pasta: Whole grain brown rice, rice bran, water Sauce: Filtered water, tapioca starch, non-GMO expeller pressed: canola and/or safflower oil, coconut oil, sea salt, vegan natural flavors , pea protein isolate , tricalcium phosphate, cane sugar , lactic acid (vegan), xanthan gum , yeast extract, titanium dioxide (naturally occurring mineral), annatto (colour), onion	Banza pasta: Chickpeas, tapioca starch, pea protein , xanthan gum Sauce: Sweet potato, nutritional yeast, sea salt, pumpkin, organic tapioca starch, annatto extract, turmeric extract and paprika extract (color), lactic acid, citric acid, paprika, xanthan gum , organic natural flavor , onion, garlic, organicsunflower oil (anticaking)	Modern Table pasta: Red lentil flour, white rice , pea protein Sauce: Palm oil powder [certified sustainably sourced palm oil], rice syrup , salt, modified food starch , natural flavors , contains 2% or less lactic acid powder, sunflower lecithin, annatto extract (color) and paprika extract (color)	Annie's pasta: Organic wheat flour Vegan Cheddar Flavor Seasoning: Organic rice syrup solids , organic palm oil , sea salt, organic corn starch , organic pea protein , natural flavor , sunflower lecithin, lactic acid, organic annatto extract (for color), silicon dioxide (for anticaking)

*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®

Chickapea Sells Best!

Chickapea Ranked in TOP 5 for Velocity in the Category!

VELOCITY - 12wk Organic, Gluten-Free Pasta - Ending Dec. 29, 2019								
Rank	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
SPINS USA Data Ending 122919								

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!**



Chickapea®

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, plant-based 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



Nutrient-dense comfort food, delicious & nutritious



Great for picky eaters, everyone loves pasta!

Chickapea®

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

15K+

DIGITAL AD SPEND
PER MONTH



STRONG SOCIAL
PRESENCE AND
ENGAGEMENT

**E NEWS
LETTER**

SENT BI-WEEKLY



INFLUENCERS

ONGOING
INFLUENCER
PROGRAM TO
RAISE PRODUCT
AWARENESS



Chickapea®

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

Chickapea®