

The logo is centered within a dark navy blue, rounded hexagonal shape. The background of the entire image is a light pink color. On the left side of the pink background, there are diagonal lines. On the right side, there is a pattern of small, light pink dots. The text 'Lesser Evil' is written in a large, white, cursive script font. Below 'Lesser' is 'Evil', which includes a registered trademark symbol (®).

Lesser
Evil®

SIMPLE
ACTS

CLEAN
SNACKS

THE SNACK GURU



OUR JOURNEY

2005-2011

Snack like a kid again was carefree, indulgent and all about demonizing traditional food. Brand focus was lower fat and calories.



2014-2018

Said goodbye to indulgence and hello to premium ingredients (*and gurus*)! Organic, non-GMO verified, truly better-for-you snacks.

This era also introduced the idea of making the world a little less evil by giving people healthier snack time choices.



2011-2014

We opened our own factory and pivoted to indulgence with real ingredients. The first step in embracing *better-for-you* snacking.

Not yet organic, but certainly better than alternative snacks in the market.



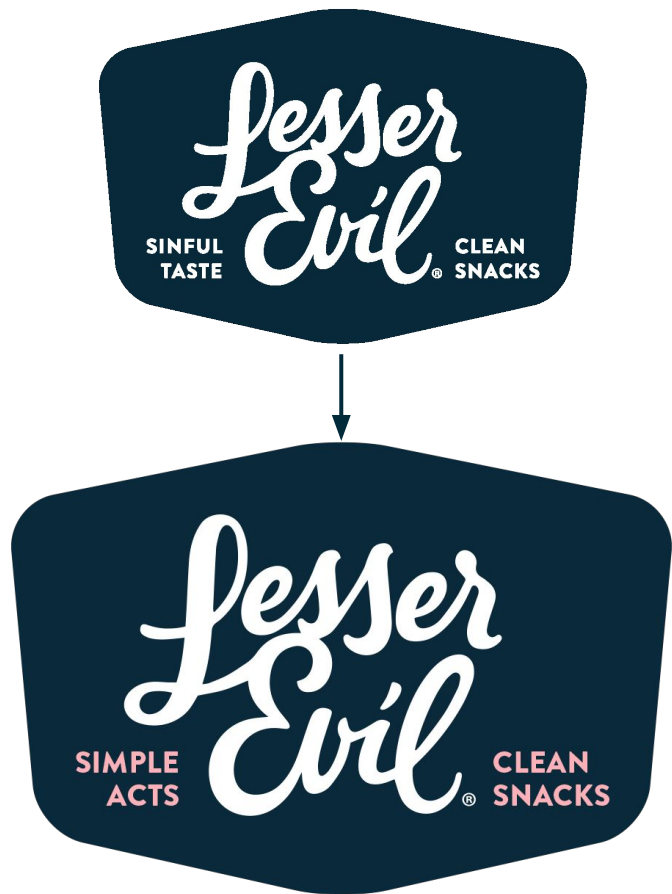
TODAY

The light bulb moment: *Snacking as a vessel for mindful moments.*

Sourcing highest quality of sustainable ingredients to make best-in-class snacks for you to enjoy in your daily ritual.



TODAY



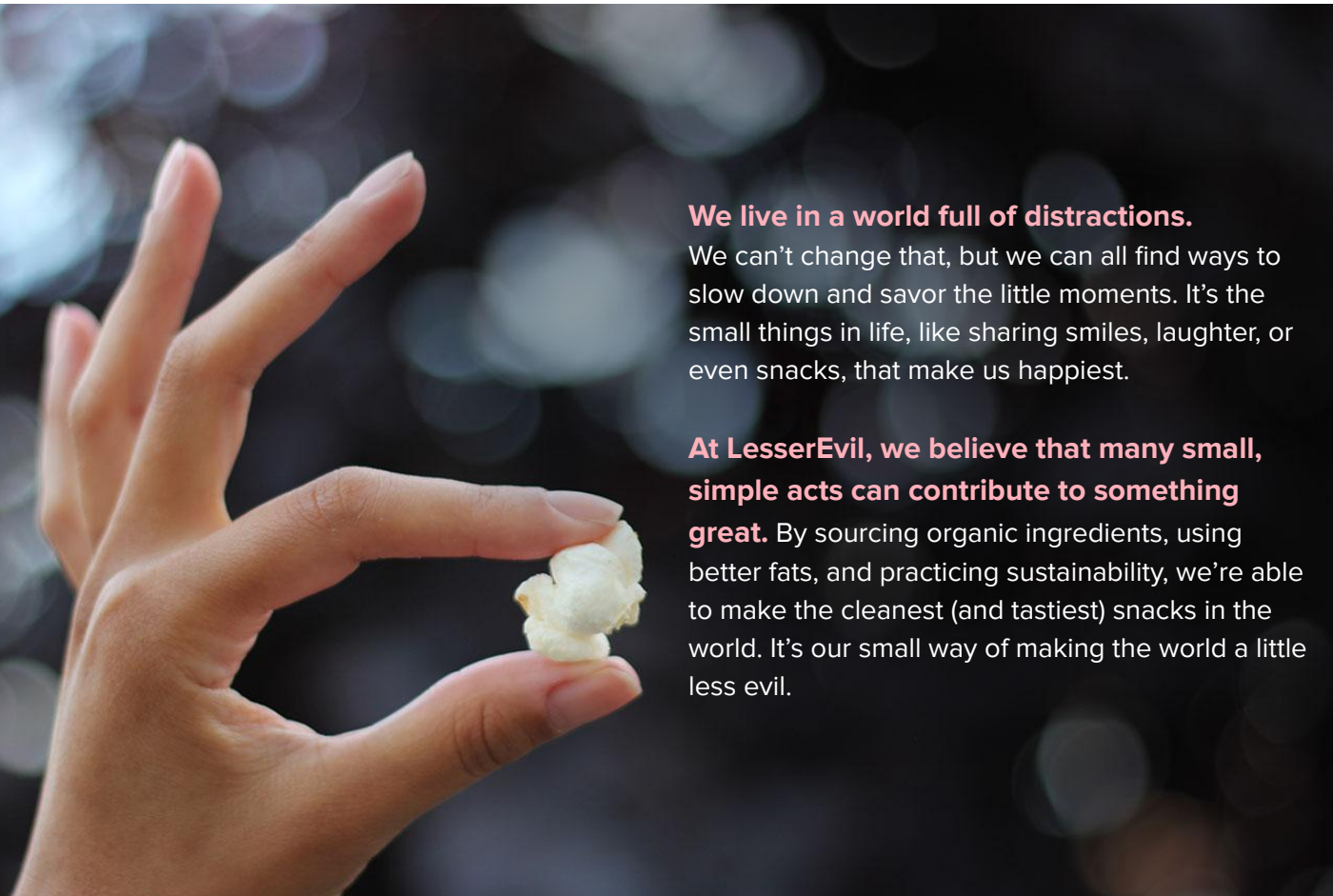
As we sat with our new branding and thought about what we really wanted to mean to the world, “sinful taste” wasn’t quite doing it for us.

We stand for the little things - both in our products (better sourcing, healthier fats, sustainable packaging) and in this life (laughter, time with friends, sharing a snack) and we believe those **simple acts** are what makes this world great.

So that’s what Lesser Evil really believes in - *Simple Acts + Clean Snacks.*

We’ll be rolling out this change in 2021 and will continue to work to practice what we preach!





We live in a world full of distractions.

We can't change that, but we can all find ways to slow down and savor the little moments. It's the small things in life, like sharing smiles, laughter, or even snacks, that make us happiest.

At LesserEvil, we believe that many small, simple acts can contribute to something great. By sourcing organic ingredients, using better fats, and practicing sustainability, we're able to make the cleanest (and tastiest) snacks in the world. It's our small way of making the world a little less evil.

We are scrappy – Danbury, Connecticut kind of scrappy. We make it happen at our snack factory where we own EVERY ingredient, recipe, and process. It's an East Coast kind of Zen.



When wellness guides your spirit, you are your own guru.

MAKING MINDFUL SNACKS FOR THE MODERN WORLD

We think being conscious about what you put into your mouth is pretty rad.
That's why we're on a mission to transform snacktime into a mindful moment



Located in Danbury, CT



Self-manufacture popcorn,
Puffs, curl + veggie lines



Employ 100 people across our
office, factory + warehouse



INGREDIENTS MEAN EVERYTHING

Mindful snacking means clean ingredients. Clean ingredients take work, but we don't lose our Zen over it. We embrace it by being one with our factory in Danbury, CT. It's where we earn our guru status, by controlling each ingredient.

We're serious about snacking. Nothing goes into any of our products that we wouldn't feed our own families. That's our mantra and our truth.

Specialized vendors bring the most pristine and nutritionally sound raw ingredients — our olive oil vendor deals only in olive oil, our popcorn vendor deals only in popcorn, etc



WE THINK TRANSPARENCY IS RAD



Owned plant is Non-GMO Project Verified,
Organic Certified, Kosher Certified, Gluten Free
Certified, HACCP approved, and SQF Level II.



Factory is located within 500 miles of $\frac{1}{3}$ of the US
population allowing us to specialize in just-in-time
manufacturing and logistics

BRAND BUILDING BLOCKS



lighthearted. We're all in this together --
let's make it fun.

transparent. you can't see through our
packages, but you can see through our process.

spirited. we're feisty about ingredients.
They mean everything



curious. we look at life as a journey.
We'll bring the snacks.

adaptive. we're plugged into the world around us
to help see what's next.

masstige. our snacks are premium for the
massives -- attainable prestige.



OUR CONSUMER



Women 21 - 45, diverse

Focused on outer beauty + inner health

Cares about organic, but not hardcore green

Craves newer + better products to match her morals

Will spend more money when she believes in a brand



OUR COMMITMENT



CREATING A BRAND FOR THE NEXT DECADE

1

Ingredients. Clean ingredients take work, but we don't lose our Zen over it. We obsess over everything we put into our snacks so our customers don't have to. We believe in less processing, organic whenever possible, and that less is more.

2

Sustainability. We want our customers to feel good about what they're snacking on *and* what happens to the packaging once it's thrown away. We're up-leveling in biodegradable packaging, composting our waste, and focusing on energy efficiency in manufacturing.

3

Transparency. The what, and the why we pay up to 2.5x *more for raw materials* than our competitors. Despite the more costly materials, we're able to sell our products at prices similar to our competitors. That's the value in owning both our manufacturing plant and supply chain.

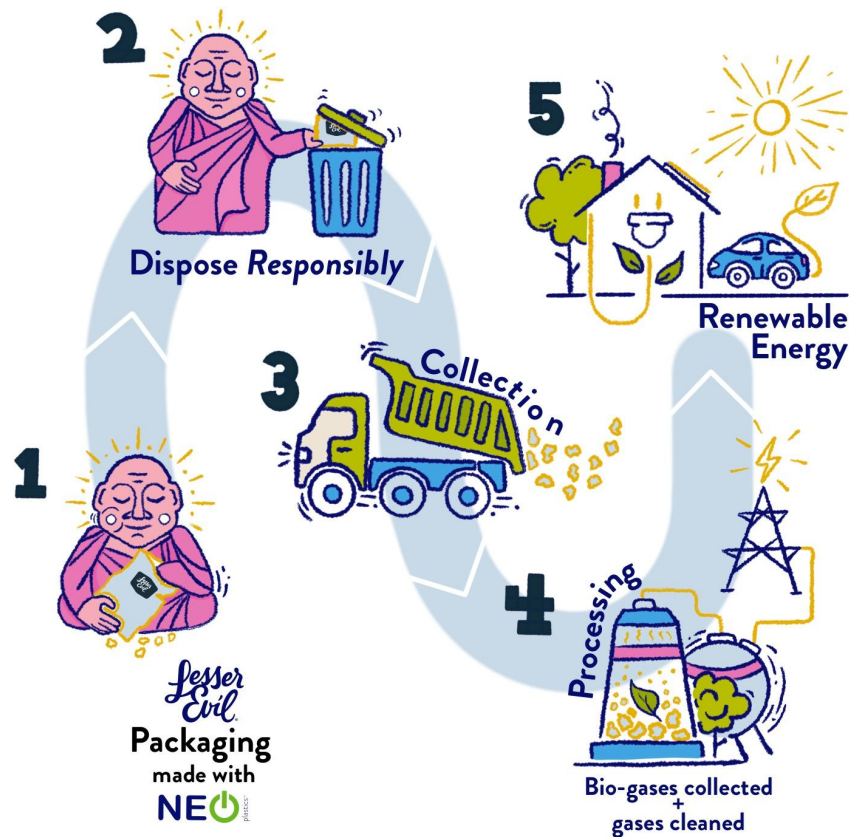
4

Innovation. We are a work in progress. We tirelessly push boundaries to bring customers and retailers products they will love.



Organic popcorn
and puff waste at
the Danbury
compost facility.





73% of millennials are willing to spend more on a product if it comes from a sustainable brand.

Nielsen Global Corporate
Sustainability Report

WHAT IS NEO PLASTICS?

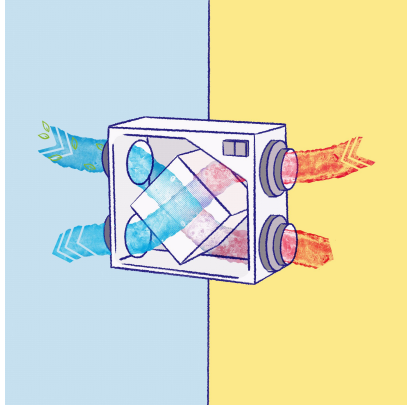
NEO utilizes the power of nature in landfills by helping to accelerate the conversion of plastic into biogas, a clean renewable energy source. NEO is used for everyday plastics like multilayered food and beverage packaging, and other difficult to recycle plastics.

Once introduced to landfill environments, our plastics accelerate the natural microbial process creating useful biogas. Managed waste facilities across the country collect biogas converting it to clean energy powering homes, schools and business.

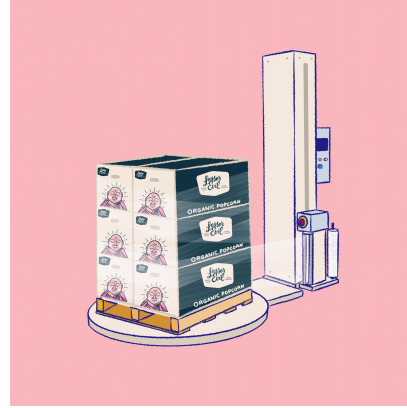
FACTORY SUSTAINABILITY INITIATIVES



On demand faucets to reduce water consumption



New Energy Recovery Ventilator that redirects hot air to melt production oils.



Installation of a pallet wrap machine using thinner grade wrap, reducing annual plastic wrap usage by 45% over previous years.



Replaced old mercury vapor fixtures with eco-friendly LED high bay lighting reducing energy consumption by 30%.

OUR FAMILY OF PRODUCTS



OUR FLAGSHIP: ORGANIC POPCORN



Air-popped popcorn for tenderness - creating a new standard for popcorn.

Always made with the best fats with no refined sugars or salts.

110 calories per serving using organic oils + Himalayan pink salt for flavor.



All Organic Popcorn is vegan except Classic Cheddar



OUR FLAGSHIP: ORGANIC POPCORN

A handful of popcorn should only have a handful of ingredients. Ours has three: organic popcorn, extra-virgin coconut oil, and Himalayan pink salt.

You really won't believe it's not butter. We blend our plant-based butter alternative with organic coconut oil, so this snack is ready for anything.

Say, "Cheese!" Okay, now say, "No cheese!" Using an organic, non-dairy seasoning, this popcorn is packed with flavor.

Starting with our Himalayan Pink Salt recipe, we add unrefined organic cane sugar for a touch of sweetness in this simple snack.



A HEALTHIER OPTION EVEN AGAINST OTHER BETTER-FOR-YOU BRANDS

WE USE
BETTER FATS!



	LESSEREVIL	SKINNY POP	ANGIE'S BOOMCHICKAPOP	ANNIE'S	POPCORN INDIANA	EARTH BALANCE
Calories	110	150	140	130	130	140
Total Fat	4g	10g	7g	14g	6g	9g
% Calories From Fat	33%	60%	45%	70%	42%	57%
Protein	3g	2g	3g	1g	3g	2g
Fiber	5g	3g	4g	3g	3g	4g
Total Carbs	17g	15g	19g	10g	17g	12g
Organic	Yes	No	No	Yes	No	No
Type of Oil Used	Organic Extra Virgin Coconut Oil	Sunflower Oil	Sunflower Oil	Organic Sunflower Oil, Organic Butter + Mixed Tocopherols	Any Vegetable Oil	Sunflower Oil



HOMER



THE FACE OF OUR ORGANIC POPCORN

*Guru of the heroic journey
through life.*

ATTRIBUTES



Courage, Honesty,
Imagination

EXPERTISE



Leadership

LESSEREVIL



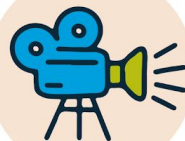
Too competitive in
yoga class

SNACK OF WISDOM



"On the road of life,
when something
unexpected pops up,
crunch it."

FAVORITE MOVIE



The Big Lebowski

FAVORITE SONG



"500 Miles" by
The Proclaimers

FUN FACT



Never wears shoes,
even in snow

HOBBY



Knitting

GUILTY PLEASURE



Getting advice from the
Magic 8 Ball



Grain free, paleo snacks provide great macros

Developed with premium, nutrient dense ingredients including organic cassava and sweet potato flours

Coated with organic coconut oil at only 130 calories per serving



2018 INNOVATION: PALEO PUFFS

Organic, non-dairy seasoning brings the cheesy flavor and leaves the cheesy baggage behind.



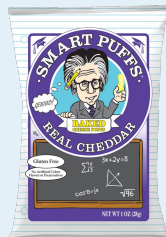
These unstopably poppable, slightly sweet puffs are tumbled in organic coconut oil and topped with our Himalayan pink salt.



When you're craving something smoky and spicy, these grain-free puffs pack all of the flaming hot flavor without all the bad stuff.



A HEALTHIER OPTION EVEN AGAINST OTHER BETTER-FOR-YOU BRANDS



	LESSEREVIL	HIPPEAS	PIRATE'S BOOTY	BARBARA'S	ANNIE'S ORGANIC	SKINNY POP
Main Ingredient	Organic Cassava	Organic Chickpea Flour	Cornmeal	Cornmeal	Organic Cornmeal	Popcorn
Type Of Oil Used	Organic Coconut Oil	Organic Sunflower Oil	Sunflower Oil and/or Canola Oil	Canola Oil, Sunflower Oil and/or Safflower Oil	Organic Sunflower Oil	Sunflower Oil
Certified Organic/ Organic Ingredients	Yes	Yes	No	No	Yes	No
Calories	130	130	140	150	160	130
Total Fat	5g	5g	7g	10g	10g	7g
Serving Size	28g	28g	28g	28g	30g	28g
Grain Free/ Paleo Certified	Yes	No	No	No	Yes	No



HENRY



THE FACE OF OUR PALEO PUFFS

*Guru of living in harmony
with the world around us.*

ATTRIBUTES



Generosity,
Self-Reliance, Empathy

EXPERTISE



Big Picture Thinking

LESSEREVIL



Binging Netflix shows

SNACK OF WISDOM



"Snacking together is
good. Snacking alone is
transcendent."

FAVORITE BOOK



Where the
Wild Things Are

FAVORITE SONG



"Lose Yourself" by
Eminem

FUN FACT



Has a lighter-weight
bear suit for summer

HOBBY



Cave-painting

GUILTY PLEASURE



Hibernating with the
bears in January

*Launched in August 2019 as
Egg White Curls; new branding
flow through fall 2020*

*Grain free, cage free curls pack
as much protein as an egg (6g)
in every 130 calorie serving*

*Coated with organic
avocado oil + Himalayan
pink salt for flavor*



2019 INNOVATION: POWER CURLS

Tumbled in organic avocado oil and Himalayan salt for the perfect crunchy treat.



Our cheesy seasoning for a dairy-free snack you'll sample again and again.



This is what chips and salsa wish they could be. Salty, savory, and a little spicy.



Just like a good workout, this snack burns so good. Tumbled in Fiery Hot spice mix for a snacktime that'll make you feel the firepower!



A HEALTHIER OPTION EVEN AGAINST OTHER BETTER-FOR-YOU BRANDS



	POWER CURLS	WILDE	EPIC	4505	BEANFIELDS
Main Ingredient	Organic Cassava + Cage-Free Non-GMO Egg White Powder	Natural Chicken Breast	Pork Skin (Humanely Raised)	Pork Skin (Humanely Raised)	Non-GMO Navy Beans
Type of Oil Used	Organic Avocado Oil	High-Oleic Sunflower Oil	Pork Fat	Pork Fat	Safflower or Sunflower Oil
Serving Size	28g	30g	28g	28g	28g
Total Carbs	13g	9g	0g	0g	14g
Total Fat	6g	6g	9g	10g	8g
Total Protein	6g	10g	16g	18g	4g
Grain Free/ Paleo Certified	Yes	Yes	Yes	Yes	Grain-Free



ATLAS



THE FACE OF OUR POWER CURLS

*Guru of always lifting yourself
to achieve your best life.*



Strength, Persistence,
Optimism



Creating Body/Mind
Harmony



Always correcting
people's form at the
gym



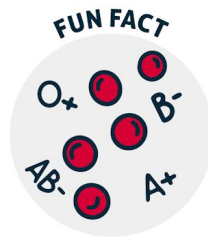
"When life gives you
lemons, do some curls."



Rocky | Creed



"Complicated" by
Avril Lavigne



Can tell your blood
type just by looking at
you



Wind sprints and math
sprints



Karate-chopping
mailboxes