

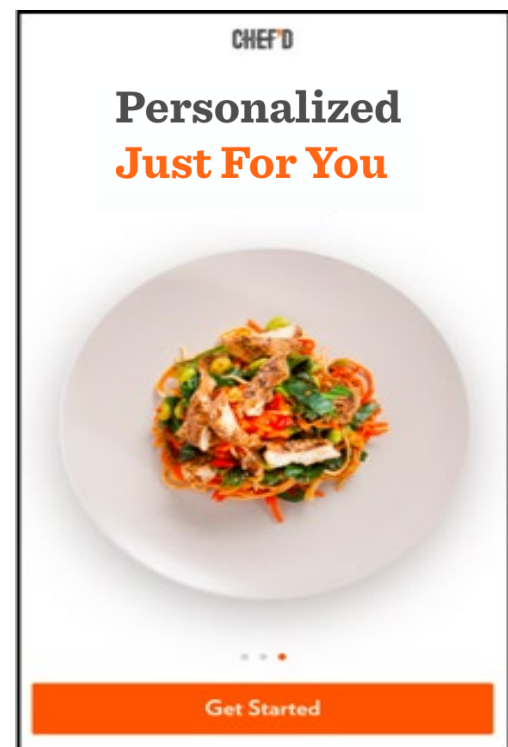
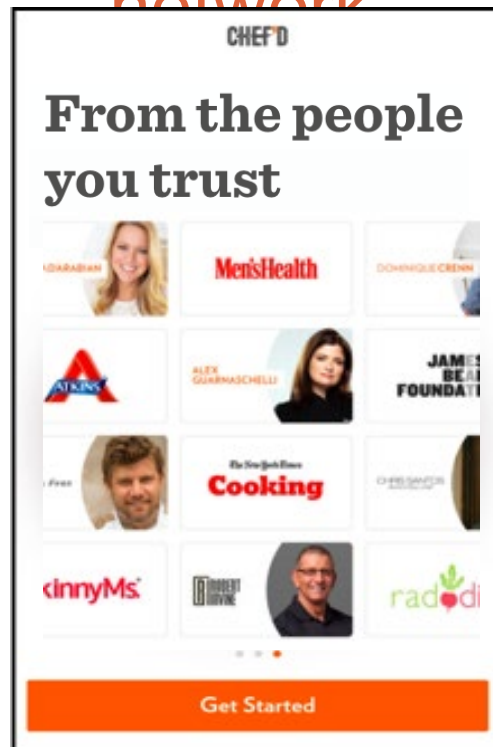
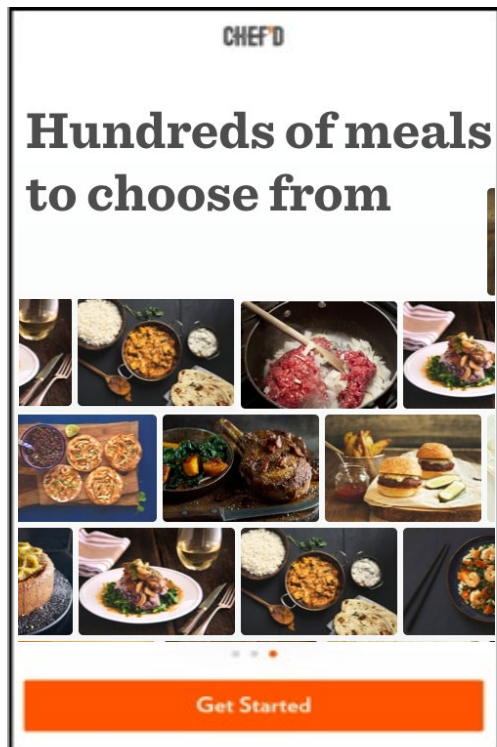


CHEF'D

“Chef’d is the only company that provides fresh food direct to the consumer on a national basis”

WHAT IS CHEF'D?

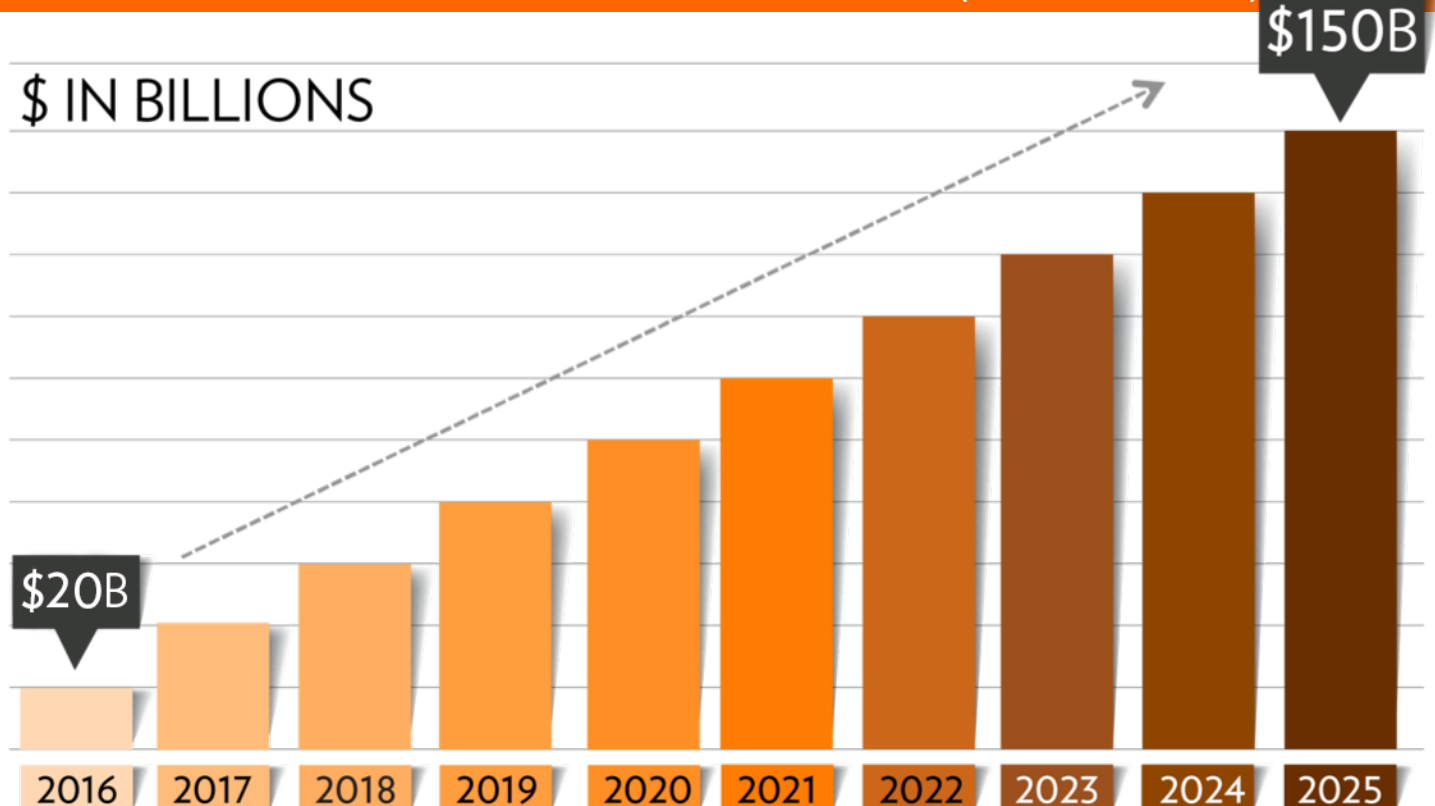
Chef'd is scaling the only national, online, direct-to-consumer, fresh food distribution network



ONLINE GROCERY MARKET

BY 2025, KANTAR WORLDPANEL PROJECTS GROCERY E-COMMERCE WILL GROW 9% OF THE MARKET AND BE WORTH \$150 BILLION WORLDWIDE¹

2025 GROCERY E-COMMERCE (150 BILLION)

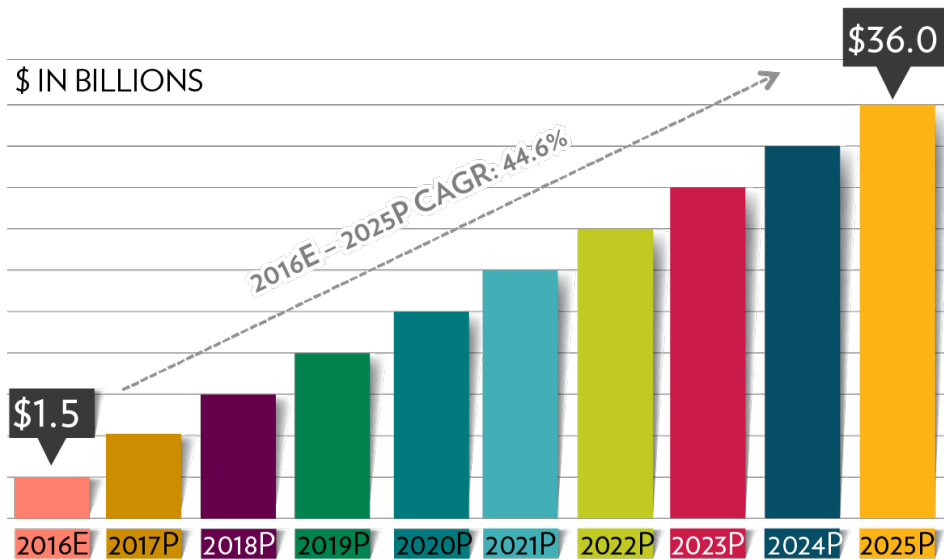


Source¹: Internet Retailer, Kantar Worldpanel, October 2016, Vertical Web Media

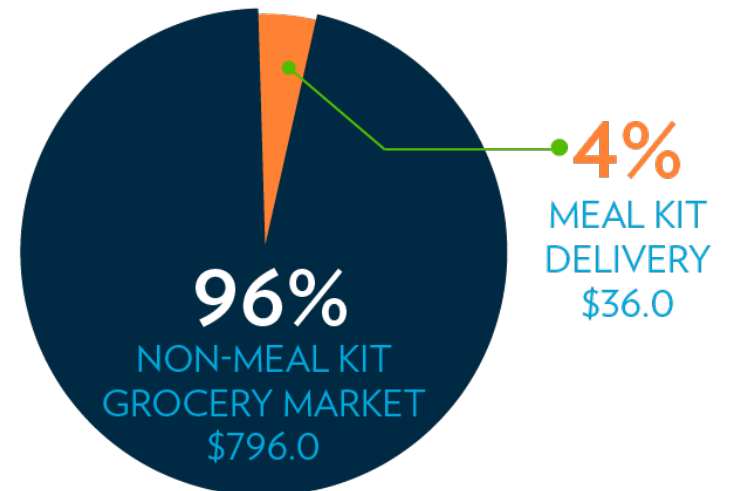
MEAL KIT MARKET

THE MEAL KIT INDUSTRY IS A +\$2 BILLION INDUSTRY TODAY AND IS PREDICTED TO GROW TO \$36¹ BILLION BY 2025.

MEAL KIT DELIVERY MARKET



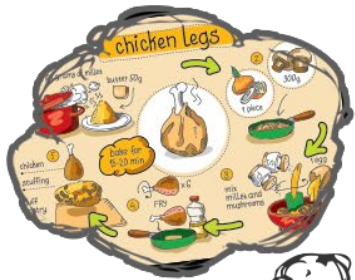
2025P GROCERY MARKET (\$832)



Source¹: Healthy Living & Consumables Industry Report June 2016, Piper Jaffray

WHY MEAL KITS?

I could make this recipe?



So many ingredients!



How much time do I have?



So much waste!

OR



MEAL KIT MARKET

THE CONSUMER FINDS MEAL KITS TO BE CHEAPER AND MORE CONVENIENT

Chef'd Beef Bourguignon - Recipe Comparison

<p>COMPANY</p>	 <p>POSTMATES</p>			
<p>TYPE</p>	<p>ONLINE MEAL DELIVERY</p>	<p>EATING OUT</p>	<p>TRADITIONAL GROCER</p>	<p>ONLINE MARKETPLACE</p>
<p>MEAL COST</p>	<p>\$103.64</p>	<p>\$80.00</p>	<p>\$59.30</p>	<p>\$29.00</p>
<p>INGREDIENTS</p>				

MEAL KIT HISTORY

THE MEAL KIT CONCEPT ORIGINATED IN SWEDEN IN 2008

THE PIONEERS



- Subscription Only
- Limited Choice (0-10 meals a week)
- Inability to Reorder
- Doesn't Feature Brands

SEGMENT FOCUSED



THE INNOVATOR



- No Commitment
- Re-order Capabilities
- Choice
- Brand Partners



THE PLATFORM



CHEF'D

FRESH FOOD
DIRECT TO THE
CONSUMER
PLATFORM

- Mass Customization
- National Infrastructure
- Shared Platform
- Food Safety
- Scale
- First Mover Advantage



100
MILLION
PEOPLE ARE
DISCOVERING
THAT MEAL KITS
HAVE MUCH
GREATER
VALUE.

THEY CAN'T DO IT
ON THEIR OWN

THEY WANT
THE BRAND

SIGNED PARTNERS | 125+



SYNDICATED RECIPE CONTENT

OUR PARTNERS CAN MAKE AND SELL THEIR RECIPES ANYWHERE WITH THE

CHEF'D BUY BUTTON



Roasted Vegetables

★★★★★ 1K

Butternut squash, sweet potato, red peppers, and Yukon Gold potatoes are roasted with olive oil, balsamic vinegar, and herbs in this easy side dish.

Recipe by Sandra

BUY NOW



40 Cloves Garlic Chicken with Purple Smashed Potatoes and Spinach by Chef'd (Dinner for 2) Chef'd
★★★★☆ 3 customer reviews



2 Sizes: Dinner for 2

Dinner for 2

\$29.00
(\$14.50 / Count)

Qty: 1



Add to Cart

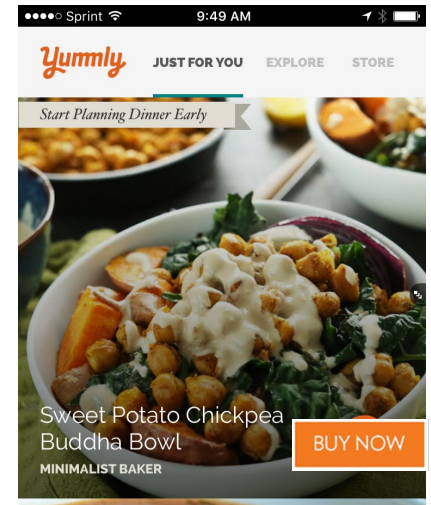
BUY NOW

Dinner for 4

\$43.00
(\$10.75 / Count)

Turn on 1-click ordering

IN YOUR APP
OR WEBSITE



CHEF'D IN RETAIL

CHEF'D DISPLAY UNIT WILL MERCHANDISE 20 ON-GOING MEAL KIT SKUS, A TOTAL OF 80 UNITS



American Diabetes Association®
Thai Beef Salad
with Roasted Rosemary Potatoes and Green Beans

DINNER FOR TWO MEAL KIT
EST. COOKING TIME: 45 min

IN THIS KIT:

- RED ONION
- SHALLOT
- CHERRY TOMATO
- FRESH PARSLEY
- GARLIC
- FLANK STEAK
- RED WINE
- COCONUT OIL
- DRIED BASIL

NO PRESERVATIVES
NO ADDITIVES
NO LOREM IPSUM

HEALTHY

EXCLUSIVELY BY
CHEF'D





QUESTIONS?

KYLE RANSFORD | FOUNDER AND CEO | kyle@chefd.com | chefd.com

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