



# INVESTOR PRESENTATION



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Certain information contained in this Presentation constitutes "forward-looking information" within the meaning of applicable Canadian securities legislation. The use of any of the words "anticipate", "continue", "estimate", "intend", "potential", "expect", "may", "will", "project", "proposed", "should", "believe" and similar expressions are intended to identify forward-looking information. These statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. In addition, this Presentation may contain forward-looking information attributed to third party industry sources. The Company believes that the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information included in this Presentation should not be unduly relied upon. Such information speaks only as of the date of this Presentation or such other date indicated herein.

**In particular, this Presentation contains forward-looking information pertaining to the following:**

- The Company's intention to grow its business and operations; expectations with respect to the approval of the Company's licenses and permits;
- The Company's competitive position and the regulatory environment in which the Company operates;
- The Company's intention to exploit opportunities in the plant-based food industry; and
- The Company's expected business objectives for the next twelve months.

In making the forward-looking statements included in this Presentation, the Company has made various material assumptions, including but not limited to (i) obtaining necessary regulatory approvals; (ii) that regulatory requirements will be maintained; (iii) general business and economic conditions; (iv) the Company's ability to successfully execute its plans and intentions; (v) the availability of financing on reasonable terms; (vi) the Company's ability to attract and retain skilled staff; (vii) market competition; (viii) the products and services offered by the Company's competitors; and (ix) that the Company's current relationships with its suppliers, service providers and other third parties will be maintained.

# CAUTIONARY NOTES AND DISCLAIMERS

The Company's actual results could differ materially from those anticipated in such forward-looking information as a result of the risk factors set forth below and in the Company's management discussion and analysis for the fiscal year ended October 31, 2022:

- The Company is an early stage company with little operating history, a history of losses and the Company cannot assure profitability; uncertainty about the Company's ability to continue as a going concern;
- The Company's actual financial position and results of operations may differ materially from the expectations of the Company's management;
- There is no assurance that the Company will turn a profit or generate immediate revenues;
- The Company may not be able to effectively manage its growth and operations, which could materially and adversely affect its business;
- The Company faces competition from other companies where it will conduct business that may have a higher capitalization, more experienced management or may be more mature as a business; and
- The Company's industry is experiencing rapid growth and consolidation that may cause the Company to lose key relationships and intensify competition.
- These factors are not, and should not be construed as being, exhaustive.
- Information contained in forward-looking statements in this Presentation is provided as of the date of this presentation, and the Company disclaims any obligation to update any forward-looking statements, whether as a result of new information or future events or results, except to the extent required by applicable securities laws. Accordingly, potential investors should not place undue reliance on forward-looking statements or the information contained in those statements.

## CANADIAN INVESTOR RIGHTS

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# OUR FIRST YEARS...THE BB STORY

- First created the concept in my kitchen in 2013
- First on shelf in 2017 after securing \$50K in seed capital
- Manufactured in a small popsicle shop in North Vancouver
- Hand made by myself, Mom and 2 Aunts for the first 2 years
- First customers were Whole Foods, IGA, Fresh St and Choices Markets
- True Entrepreneurial journey bootlegging for first 4 years





# CAPITALIZING ON ALL MAJOR TRENDS IN FOOD & BEV



**63%**  
of consumers  
seek **functional  
benefits** in their  
food &  
beverages

**VITAMIN  
ENHANCED**

**CONVENIENT  
& EASY**

**Organic  
beverages** are  
the second best  
selling category  
in the USA,  
reporting **\$9  
Billion** in sales in  
2022.

**FUNCTIONAL  
INGREDIENTS**



The global functional  
beverage market will  
grow from **\$131.47  
billion** in 2022 to  
**\$147.7 billion** in 2023  
at a compound  
annual growth rate  
(CAGR) of 12.4%.

**ORGANIC**



**63%**  
of consumers have  
become more **health  
conscious** due to the  
pandemic  
**80%**  
plan to eat and  
drink healthier

**BETTER  
FOR  
YOU**



# OUR BRAND ETHOS

To be the **LEADER IN FUNCTIONAL FROZEN FOODS** in North America, providing both nutritious and convenient solutions for our customers.



## CLEAN INGREDIENTS

We are proud to use **organic, clean ingredients** in all our products. We are also free of any sweeteners, colours or artificial flavours.



## SUSTAINABILITY

We are proud to be one of the only pre-portioned smoothie products **without the use of inner plastic**. We also used upcycled raw materials.



## SIMPLICITY

We believe less is more. Our job is to **take away the mess, prep and waste** in your daily smoothie routine and save you time for things that matter most in your life.



**2 BILLION PROBIOTICS**  
per serving

## FUNCTIONALITY

Our formulas contain **superfoods and ingredients with therapeutic benefits**. That means our products feed both the mind, body and soul.



# BLENDER Bites Target Market

**45%** are young moms aged 25-40 with young children who are seeking convenience without sacrificing nutrition or health.

**35%** are busy professionals aged 30-50 with demanding schedules and active lifestyles.

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**Women account for 81% of all purchases**





Pre-  
Portioned for  
Ease of Use



Functional  
Ingredients



12  
Vitamins &  
Minerals



No  
Inner Plastic  
Packaging



Shake  
Or  
Blend



No  
Artificial  
Sweeteners



No  
Artificial  
Colors or  
Flavors



Reduces  
Food Waste



Pasteurized for  
Food Safety

# What Makes us Great



plant based



gluten-free



dairy-free



peanut-free



no sugar



organic



non-gmo



soy-free



SHAKE  
OR  
BLEND





# SMOOTHIES WITH BENEFITS

## LIQUID SUNSHINE



**VITAMIN D<sup>+</sup>**  
good source of

## POWER BERRY



**B VITAMINS**  
good source of

## GREEN D-TOX



**OMEGA 3**  
200mg

## DAILY DEFEN-C



**2 BILLION  
PROBIOTICS**  
per serving

## TROPICAL GLOW



good source of  
**BIOTIN**



# CONSUMERS HAVE VOTED!



kellyembro Just bought one pack today and tried it... love it 😊. Went back for more lol



stephanieannemann commented: Thank you for such great options. 🙌🙌 my go to smoothie every morning. Love ❤️❤️ that it met my needs: gluten, dairy and soy free!! 🤗 Keep up the great work!!! 3h



pagemagen 🌟 1w  
Genius!!!! Need to snag these!!!!



kaylynbarr 4w  
These are what have been saving me in those crazy busy days. Such a tasty time saver ❤️



realdesign.twins 4d  
Those pucks are a time saver 🏆 🥤 🍊



stayathomecircus 🌟 4d  
Oh how awesome are these for busy parents! I need these!



claudiaaguzzo 5d  
Blender bites have been a staple in our home for years 🙌



liandmeinnyc 🌟 4d  
I love this concept. So easy



themelissalifestyle\_ 6d  
These are so smart 🥰 wow

This is a quick, convenient, easy yet healthy way to have a smoothie. My favorite part is that you don't need a blender. I love this product!  
~ Mary



# JULIANNE HOUGH AS BRAND PARTNER & SHAREHOLDER



THE **KELLY CLARKSON SHOW**



the **DREW barrymore show**



**Entrepreneur** MAGAZINE



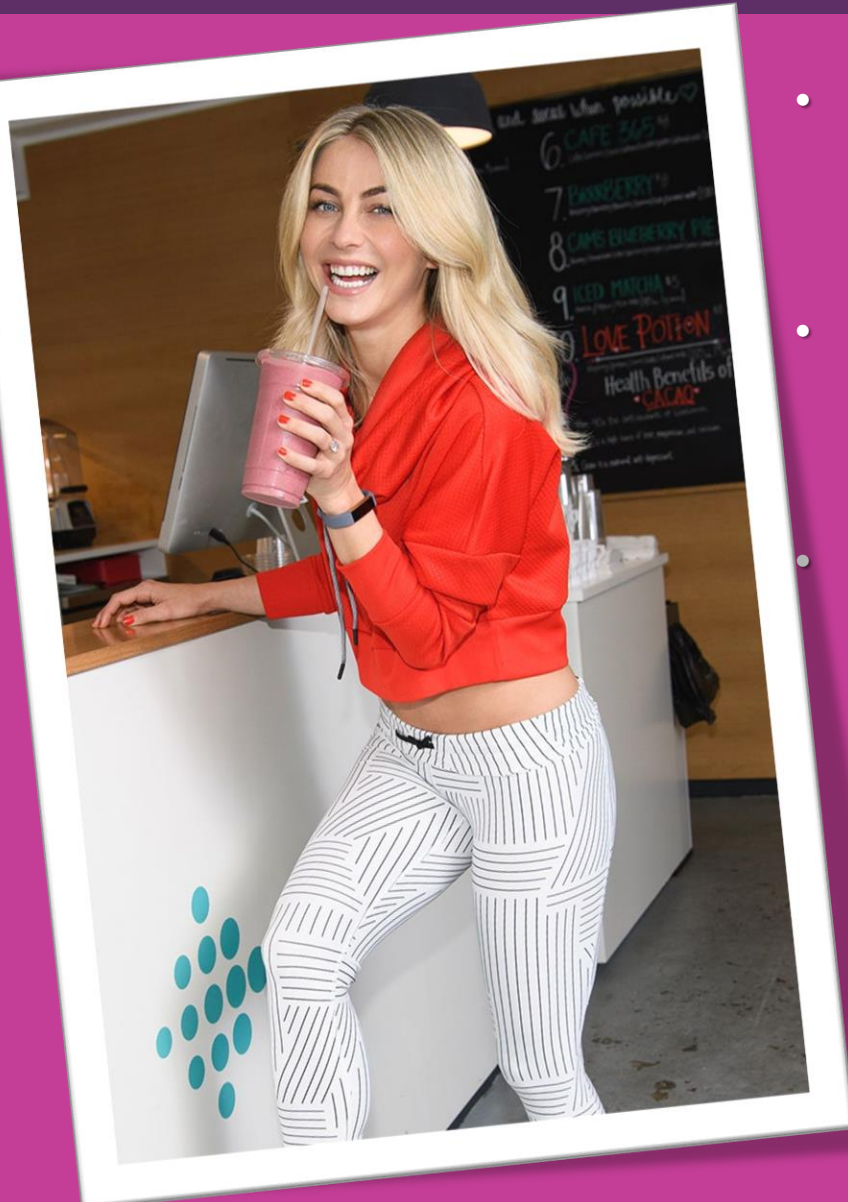
**Forbes**



Potential Media Appearances



# SPORT LINE CO-DEVELOPED WITH JULES



- Julianne Hough X Blender Bites formula.  
**Launch January 2024**
- Post Workout smoothie that aligns with her **KINRGY platform.**
- Will be talking with ABC to make this formula the official post workout smoothie of **Dancing With The Stars.**



## SUPERBERRY SPORT

- **Plant Protein** for muscle recovery
- **Electrolytes** for hydration
- **Tart Cherry** reduces inflammation
- **Goji Berry** reduces recovery time
- **Turmeric** reduces soreness
- **Vitamins D & B12** for recovery
- Good source of **12 vitamins & minerals**







Certified Organic	YES	NO	YES	YES	NO	NO
Added Vitamins (Immune Support)	YES, 12	YES, 6	NO	NO	NO	NO
Free of Inner Plastic	YES	NO	YES	YES	NO	YES
Blender-less option	YES	YES	YES	NO	NO	YES
Pre-portioned for Ease of Use	YES	YES	YES	NO	NO	YES
Functional Superfoods	YES	YES	YES	YES	NO	NO
Added Greens	YES, 7	YES, 1-2	NO	YES, 1-2	NO	NO
Free of Added Sugar/Sweeteners	YES	NO	YES	YES	YES	YES
Nut Free	YES	NO	NO	YES	YES	YES

# USA BRAND COMPARISON CHART





\*Not final artwork

POP & BOWL INNOVATIONS - 2024





# SINGLE SERVE FRAPPE



# SINGLE SERVE SMOOTHIES



FIRST TO MARKET HEALTHY SINGLE SERVE FROZEN INNOVATIONS WITH VITAMINS  
AND FUNCTIONAL INGREDIENTS

# SINGLE SERVE INNOVATIONS - 2024



# 1-STEP FRAPPE

**FIRST mOVER IN A  
BILLION DOLLAR CATEGORY**





## THE FRAPPUCCINO PROBLEM:

- ✗ 500+ calories per serving
- ✗ 60+ grams sugar per serving
- ✗ 70+ grams carbs per serving
- ✗ Spikes insulin levels
- ✗ Disrupts blood sugar
- ✗ Contains dairy
- ✗ Turns on fat storing hormones
- ✗ No functional ingredients
- ✗ No Vitamins or nutritional value
- ✗ 95% are purchased in store



## 1-STEP FRAPPE OPPORTUNITY:

- ✓ First to market innovation
- ✓ 50% lower sugar than the leading Frappuccino
- ✓ Approx. 110 calories per serving
- ✓ 86% organic ingredients
- ✓ Approx. 10g of sugar
- ✓ Approx. 12g of carbs
- ✓ Trending functional ingredients
- ✓ 12 Vitamins & Minerals
- ✓ Dairy Free for plant based diets
- ✓ Good source of healthy fats
- ✓ Source of fiber
- ✓ Easy to make at home
- ✓ Blend or Shake



CURRENT PROBLEM & MARKET OPPORTUNITY

# FRAPPÉS With BENEFITS

## VANILLA BEAN-BIO



**3 BILLION  
PROBIOTICS**  
per serving

## CARAMEL COLLAGEN



**COLLAGEN  
PEPTIDES**  
2.5g per serving

## MINDFUL MOCHA



**LION'S MANE  
MUSHROOM**





	Vanilla	Vanilla	% Diff	Caramel	Caramel	% Diff	Mocha	Mocha	% Diff
Calories	140	110	-21%	130	110	-15%	140	110	-21%
Fat (g)	5g	6g	20%	5.5	6g	9%	5.5g	6g	9%
Carbohydrates	18g	12g	-33%	19	12g	-37%	22g	12g	-45%
Sugars	17.5g	10g	-43%	18.5g	10g	-46%	21.5g	10g	-53%
Organic Ingredients	0	86%		0	86%		0	86%	
Functional Superfoods	✗	✓		✗	✓		✗	✓	
Added Vitamins	✗	✓		✗	✓		✗	✓	
Dairy Free	✗	✓		✗	✓		✗	✓	
Preservative Free	✗	✓		✗	✓		✗	✓	
Organic Flavours	✗	✓		✗	✓		✗	✓	



\*Based on 175ml for Starbucks and 177 ml for Blender Bites

# HOW WE COMPARE...



PUMPKIN SPICE  
PEPPERMINT MOCHA



12 PACK FOR CLUB STORES



new INNOVATION PIPELINE



A LEADER IN THE  
  
SMOOTHIE CATEGORY!  
IN 900+ STORES



BROKER:



DISTRIBUTION:



LAUNCHING JUNE:



JUNE

**Schnucks**



JULY



AUGUST



OCTOBER



**BROKER:**



**USA LAUNCH — SUMMER 2023**



# 2023/24 OPPORTUNITIES



\*In discussions or scheduled meetings

# 2024 FOOD SERVICE LAUNCH

## THE PERFECT FOOD SERVICE SOLUTION

- Saves staff **preparation time**
- **Saves money** for operator by **reducing produce waste**
- **Eliminates** the need to **stock multiple high cost ingredients**
- **Guaranteed consistency** (Taste & texture)
- Thermoformed sleeves to **avoid cross contamination**
- **Easy preparation**- Blend or shake, just add liquid of choice



## DISTRIBUTION PARTNERS



**Gordon**  
FOOD SERVICE

## TARGET CHANNELS



Hotels



Restaurants



Stadiums



Cafes



Airlines



Universities



Cruise Ships

blender  
bites™





CO-manufacturing PARTNER

- ✓ 250,000 Sq Ft. facility in Ontario
- ✓ Large volume output capacity
- ✓ 200+ staff members
- ✓ Dedicated Blender Bites room
- ✓ BB owns \$800K worth of equipment
- ✓ No recalls in company's 5 year history
- ✓ No shortages in company's history
- ✓ Currently doing trials with US co-man

# ROBUST PR & MARKETING STRATEGY

03/27/2023

## Blender Bites partners with Julianne Hough ahead of U.S. expansion

Hough signs on as brand partner and shareholder with the frozen foods company

Canadian Grocer Staff



## Celebrity Partnership- Julianne Hough

## Strong Public Relations Partner



## Full Digital Exposure on Social Channels



Instagram



Influencers & Partnerships

Sponsored & Paid



TikTok

SEM & SEO



## Tradeshows in CAD/USA



## 2022 Nominations & Awards



\*Best New Product for Frozen Smoothie Blend in a 2023 BrandSpark® survey



\*Winner organic beverage category. Survey of 4,000 people by Kantar.

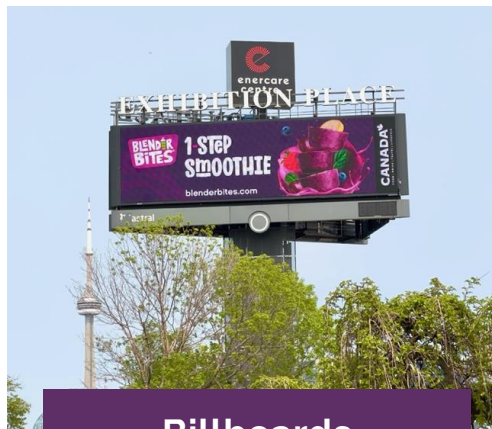


WINNER CORPORATE | FOOD

## In the Media



## Billboards





# Blender Bites management team



## **Chelsie Hodge, BBA, Founder & Chief Executive Officer**

Chelsie has a Bachelor's degree in Business Administration from Capilano University. She has 15 years of experience in capital markets working in all aspects of IR, Communications and Fundraising. Chelsie has had an interest in nutrition and emerging ingredient trends since an early age and strongly believes in the power of food as medicine. Chelsie got her start in the plant-based sector in 2006 while working for category disrupter, VEGA. Here, she received a crash course on the ins and outs of entrepreneurship and what it takes to start a consumer goods brand.



## **Steve Pear, B.Sc, Chief Operations Officer**

Pear is a graduate of the University of Georgia, spending a significant portion of his career in the Southeast and Midwest working for Coca-Cola Enterprises before moving into national sales roles working for formidable beverage companies. At Coors and Miller-Coors, he served as Vice President, National Sales and later, moved onto Odwalla where he eventually became President, General Manager after working in both sales and operations. Following his time at Odwalla, Pear served as CEO for Cheribundi for over five years building a high-performance culture overseeing: sales, operations, marketing, supply chain, manufacturing, finance and human resources.

# Blender Bites management team

## **Geoff Balderson, Chief Financial Officer**

Geoff has an extensive background in business and has worked in the capital markets for over 20 years. He currently acts as an officer and director of multiple TSX Venture and Canadian Securities Exchange listed companies. Mr. Balderson is the President of Harmony Corporate Services Ltd., a Vancouver based company that provides administrative services to publicly listed companies. Prior to this he was an Investment Advisor with two Canadian investment dealers. Geoff graduated from the Sauder School of Business at the University of British Columbia

## **Nicole Lacson, Corporate Secretary**

Nicole is a highly experienced securities paralegal supporting legal counsel and venture issuers through corporate and securities matters. With an extensive background in financings, acquisitions, consolidations, RTOs, shareholder meetings, governance, and stock exchange compliance, she has developed a deep understanding of corporate administration and the regulatory frameworks that govern the securities industry. Nicole holds a diploma in legal administration from CDI College, has completed certain paralegal studies at VCC College, and has also undertaken courses in financing, governance, and compliance at Simon Fraser University.



# BIENDER Bites OPERATIONS TEAM

## **MIKE IANNONE, CPA, CA, VP OF FINANCE**



Mike has over 12 years of experience in managing finance teams, financial reporting and transaction advisory services spanning across the US, UK and Canada for both public companies and private enterprises. Beginning his career at Grant Thornton in Canada and qualifying as a CPA, CA, he moved to the financial services sector within the Strategic Finance department at Lloyd's Banking Group in the UK and subsequently to Travelex North America, leading the finance team's foreign exchange retail division based in New York. Mike has specialized in leading various public companies and growing startups implement financial processes and systems, optimize their financial resources, and achieve strategic objectives throughout their growth plan initiatives.

## **CAROL YUNG, DIRECTOR OF QUALITY ASSURANCE & FOOD SAFETY**



Carol has over 20 years of QA/RA experience in the food industry spanning across branded companies, manufacturing, grocery and social enterprises. Over the past decade, Carol has specialized in helping SMEs grow through a pragmatic approach despite the constantly changing regulatory landscape. As the Director of Quality/R&D for VEGA, Carol had the privilege to build a high-functioning team and a quality system from the ground-up and played a major role in the due diligence process during the sale of VEGA to WhiteWave Foods.

# BLENDER BITES OPERATIONS TEAM

## KAL BRING, SCMP, DIRECTOR OF OPERATIONS



Kal has over 20 years of progressive supply chain experience analyzing opportunities in: procurement (sourcing), inventory management, forecasting, demand/ category/ capacity/ production planning, logistics, multi-channel distribution and budgeting to increase an organization's profitability and competitiveness. Kal brings over 14 years of utilizing ERP/MRP, statistical software, data mining & business intelligence. As well as 7 years leading S&OP meetings leveraging available resources to achieve revenue and profitability goals supporting cross functionally product development, marketing, sales and finance.

## ARINN RYAN, DIRECTOR OF MARKETING & COMMUNICATIONS



Hailing from over a decade of experience at a global agency and most formerly a frozen, plant-based CPG start-up, Alpha Foods, Arinn joins Blender Bites as Director of Marketing & Communications. A passionate marketer, Arinn marries the big idea thinking that comes from agency life paired with the resourceful and strategic thinking required to keep up with and grow a booming start-up. With expertise creating strategic marketing plans, managing integrated campaigns, and fostering highly aligned partnerships across stakeholders & agencies, Blender Bites offers up a challenging and rewarding opportunity to bring a (deliciously tasty & convenient) brand to the next evolution of growth.



# BOARD OF DIRECTORS



**CHELSIE HODGE**

Chelsie brings a unique skill set to the table with over a decade of working experience in the high growth plant-based consumer packaged goods sector along with over fifteen years in capital market. Chelsie has held Sales and Business Development positions with industry disruptors such as VEGA along with Investor Relations roles for a variety of public company sectors. Most recently she acted as a consultant assisting with IPO transactions, M&A and capital raises.

Chelsie has a wealth of knowledge in all aspects of entrepreneurship from product development and manufacturing to sales and business development; making her a strong leader to take Blender Bites into International Markets.



**GRANT SMITH**

Grant Smith is the CEO of Pondtech (TSX.V: POND) A publicly traded company focused on building and operating scalable bioreactors that use industrial greenhouse gases – and specialized growing systems to cultivate algae and other crops. Their systems effectively close the carbon loop and create wealth from waste.

Grant has over 15+ years of technical sales experience primarily focused on nutritional ingredients and was the founder of RFI Canada. After 10 years of building RFI Canada as a leading wellness focused ingredient company, they merged with Pond Technologies Inc. and started Pond Naturals combining the two companies into one clean, green ingredient machine!



**NIMA BAHRANI**

Nima is an entrepreneur whose professional career has been focused in the areas of natural health and finance.

He has geared much of his professional career to focus on business development and strategic planning, and the successful integration of health and wellness product lines with publicly traded companies.

In his roles, Nima has delivered substantial strategic and operational progress, delivering value for stakeholders, while developing a distinct and cohesive culture, focused on customer care and service.

Nima holds an MBA from Cardiff University.



**CHRIS MACKAY**

Chris is President of Strand, a Vancouver based finance, development and investment company. Chris is responsible for overseeing Strand's real estate activities in the United States. These roles range from the initial sourcing and analysis of new acquisitions and development projects to the disposition and subsequent distributions from these projects; along the way monitoring the status of each project as they come to fruition and securing different types of financing for multi to hundred-million-dollar projects.

Chris' experience in the financial markets, as well as his educational background, from the esteemed Sauder School of Business, will be a value add as the Company seeks to build out its growth strategy



**PAT MORRIS**

Mr. Morris is a seasoned entrepreneur and capital markets expert with two decades of experience successfully raising funds for microcap companies across diverse industries. His expertise spans pharmaceutical cannabis, resource exploration, blockchain technologies, finance, and innovative businesses dedicated to the future of food. As CEO and Director of Eat Beyond Global Holdings Inc, Canada's pioneering publicly traded investment issuer focused exclusively on investing in the future of food, Mr. Morris demonstrated his exceptional leadership skills and market acumen.

# WHY INVEST IN BLENDER BITES?



Functional beverage is currently one of the top trending categories in CPG and blender bites is primed to become one of the main players in the freezer category.



Strong unit metrics with a solid path to profitability in Q1 of 2024 led by a seasoned CPG management team. No debt.



First to market, award winning products that are disrupting the category. We are on trend and in demand by all types of US retailers including mainstream grocery and the specialty channel.



Listings at some of the largest CAD and US retailers, quickly becoming the leader in the “easy smoothie” category in North America.



We are at the beginning stages of a major growth trajectory, entering the US market with a tremendous amount of upside.





**THANK YOU!**

**FOR MORE INFO:**

**CHEISIE@BLENDERBITES.COM**

**CSE: BITE**

