

# THE VERY GOOD FOOD CO.



## CHANGING THE WORLD ONE PLANT-BASED MEAL AT A TIME

The onset of multiple new trends has led millions of consumers to reexamine their relationship with food—on the whole, **consumers are becoming more conscious of the ethics, health benefits, and the environmental impacts of eating!**



However, even though it may seem like we are in the midst of a health food movement, **many plant-based alternatives are highly processed and pumped full of additives.**

This is where The Very Good Food Company comes in.

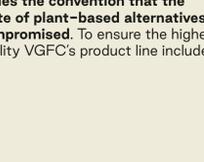
With a commitment to keeping quality taste and ingredients, the VGFC offers a range of healthy and delicious plant-based products.



## ADVOCATES OF EARTH-FIRST EATING

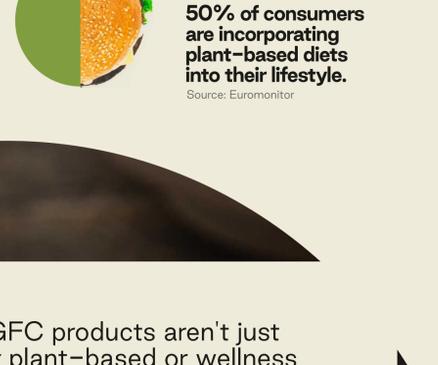
On a small island in Canada, the Very Good Food Company began its journey.

After a long frustration with highly processed meat alternatives, the founders—coming from a strong culinary background—**believed there was a better way to eat plant-based.**



Starting from humble beginnings, the company went from small farmers markets, to Dragons Den, to a successful IPO in 2020. Now, the VGFC has **three major production facilities**, and offers a **myriad of products.**

The Very Good Food Company **defies the convention that the taste of plant-based alternatives is compromised.** To ensure the highest quality VGFC's product line includes:



The VGFC makes plant-based eating fun and accessible for everyone.

**50% of consumers are incorporating plant-based diets into their lifestyle.**

Source: Euromonitor



VGFC products aren't just for plant-based or wellness advocates—they're for anyone who wants to join a welcoming community of people who love **healthy eating and protecting their planet in the process.**

## WHAT MAKES THE VERY GOOD FOOD COMPANY DIFFERENT?

### INDUSTRY POSITIONING

The Very Good Food Company is unlike most other plant-based food companies. What sets them apart includes:

- 1 A strong brand**
- 2 An experienced leadership team**
- 3 Quality partners** 
- 4 Carefully crafted products**
- 5 A unique business model**

### STRATEGIC APPROACH

The company is beginning to expand on:

-  Its products
-  Global presence & locations
-  Distribution channels

And the timing couldn't be better. The plant-based foods market is currently booming. In fact, the VGFC's revenues were up

**322%** year over year in Q3'2020.

VGFC is expanding rapidly—in 2020, the company opened a new facility in California for a **US production base.**

Facilities include:

- 1** Mt. Pleasant Facility (Vancouver, BC)
- 2** Rupert Facility (Burnaby, BC)
- 3** Patterson Facility (Patterson, California)
- 4** **6** Victoria Facilities (Victoria, BC)

VGFC's meat, alternative products are available in stores like **Whole Foods and IGA, and soon to be where you may least expect them.** The VGFC is currently expanding on its:

-  E-commerce services, adding a subscription feature
-  Wholesale business
-  Restaurant and retail businesses (flagship brick and mortar)
-  Pop ups to enhance customer experience without draining finances

The product line also continues to **expand beyond just meat alternatives** to focus on dairy alternatives and other products as well.

Here's a look at some of the current products available under the Very Good Butcher's brand:



Coming soon: **FULL RANGE OF BUTCHER'S SELECT GLUTEN-FREE SOY-FREE PRODUCTS LIKE...**

-  MEATBALLS
-  BREAKFAST SAUSAGES
-  BURGERS

### INDUSTRY POSITIONING

VGFC prides itself on strong R&D and manufacturing know-how with a strong customer-facing brand.

### STRATEGIC APPROACH

VGFC is building a brand focused on wholesome, low-processed, natural, and organic plant-based foods.

### COMPANY FOUNDATION

With strong leadership, clean structure, and significant insider ownership, VGFC is well positioned for growth.

## REVOLUTIONIZING THE PLANT-BASED ALTERNATIVES MARKET

The VGFC is at the forefront of the plant-based revolution, creating great tasting, healthy food options that reduce the impact on the planet, one plate at a time.

