



FOOD CULTURE INC.

Deliciously Crafted. Conveniently Delivered.

Executive Summary November 2024

ABOUT US

At Food Culture Inc., we produce quality food for the growing population of food lovers who want more than a frozen meal from the grocery store. Our subscription-based business tracks orders from the moment they are made through cooking and fulfillment.



ABOUT US

Food Culture Inc. is a DE corporation trading under the symbol OTCMARKETS: FCUL

Food Culture Inc. is the parent company of Super Fresh Foods, which is a leading meal prep and delivery company, dedicated to making nutritious, tasty eating accessible and effortless for individuals and families. With a focus on quality, variety, and convenience, Super Fresh Foods provides an extensive menu of chef-curated meals, customizable plans, and sustainable practices. Super Fresh Foods is expanding and delivering meals under its [“All Your Meals”](#) brand.

- OTCMARKETS: FCUL
- Authorized Shares 500,000,000
- Outstanding Shares 1,735,063
 - Restricted 1,500,895
 - Unrestricted 234,168
- Held at DTC 166,907

CHALLENGE

MARKET GAP

Ready to eat meals continue to be consumer driven and we want to expand our footprint across Canada.

COSTS

Loss of sales by not offering our products across entire North American market.

FINANCIALS

Customers want something that's healthy and delivered right to their home or office. Urban and rural.

CUSTOMERS

Dining in is becoming more popular than dining out. Boomers, as well as millennials, increasingly prefer staying at home and cooking or ordering in rather than spending money at restaurants

GROWTH

The global online food delivery market size was valued at USD \$152 billion in 2021 and is expected to expand at a CAGR of 10.98% during the forecast period, reaching USD \$284 billion by 2027.



SOLUTION

CLOSE THE GAP

Increase production through opening of additional food prep operations.

REVENUE BENEFITS

Increase our footprint and gain traction as a brand in new markets.

TARGET AUDIENCE

Millennials through to boomers. Everyone eats!

EASY TO USE

Heat and Eat. That simple. And quality food. That's key.

PRODUCT OVERVIEW



UNIQUE

Only product specifically dedicated to a wide variety of meals and a facility dedicated to third party fulfilment



PROVEN CONCEPT

Successful track record with DTC consumers and white-label/cobranding



EXPERIENCE

Proven track record of success in operations, production, logistics and finance.



AUTHENTIC

Designed with the help and input of chefs, nutritionists and experts in the field

PRODUCT BENEFITS



Fresh, Nutritious meals

Consumer demand

Delivered right to your doorstep

Heat and serve. No muss. No fuss.

COMPANY OVERVIEW





BUSINESS MODEL

SUBSCRIPTIONS

Direct to consumer deliveries on subscription model means recurring revenues

WHITE LABELING

Dedicating extra facility use to white label for other companies extending use of facilities

THIRD PARTY PRODUCTION / CATERING

Large production for other brands using existing infrastructure.

Off-site catering to large corporations, film sets and more.

MARKET OVERVIEW

\$20B

Global meal kit delivery services market size 2022

15.5%

CAGR Global meal kit delivery 2023 to 2030

7 YRS

Food Culture has a solid track record and number of partnerships through its purchased asset Super Fresh Foods





OUR COMPETITION

FOOD CULTURE INC.

Our product is priced below that of other companies on the market

Meals are simple and easy to make ready to eat, compared to the complexity of cooking and meal prep designs of the competitors

Affordability and freshness is the main draw for our consumers to our product

Food Culture Inc.

COMPETITORS

GoodFood

Product is more expensive and meal kits are inconvenient

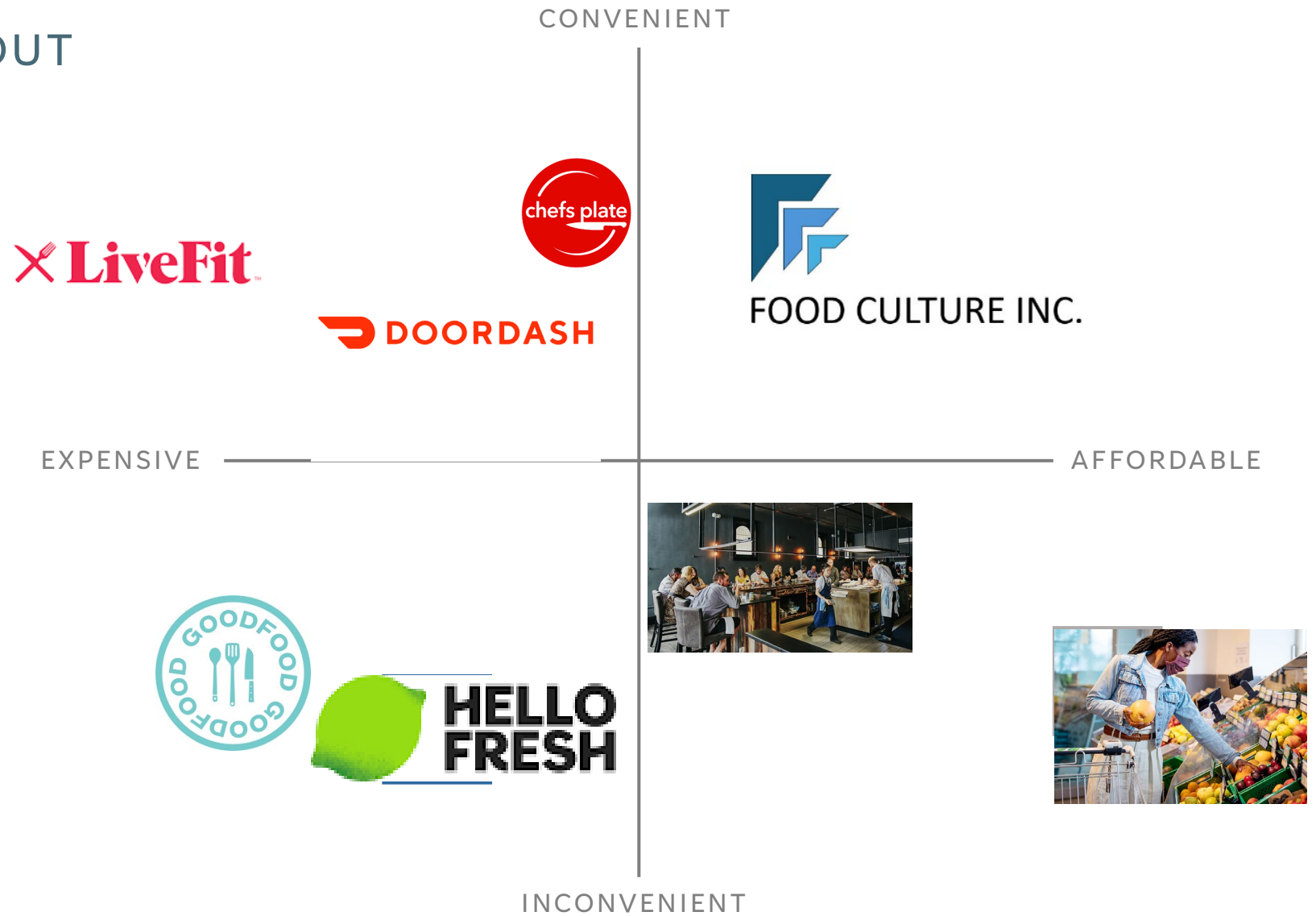
Hello Fresh

Product is expensive and inconvenient to use

Standalone restaurants

Product is affordable, but choice is limited to usually one genre of food

COMPETITIVE LAYOUT



BUSINESS MODEL

How we'll scale in the future

SUBS

Subscription based meal deliveries to growing markets as well as cobrand solutions.

TECH

Customized proprietary software manages logistics by tracking meals from ordering, ingredient acquisition, meal preparation, delivery, and payment.

PARTNERS

The Company is working to increase revenues through strategic partnerships and organic growth.



GROWTH STRATEGY

Scaling to meet demand

SUMMER
2024

Began strong marketing on www.allyourmeals.com platform

AUTUMN
2024

Develop US hub for production and fulfillment

WINTER
2024

Begin big marketing push to continental US to increase sales



SUMMARY

At Food Culture Inc., we believe in giving it all. By using organic cooking methods and developing top recipes, we foster a consumer-first mindset. We thrive because of our market experience and a great team behind our food.



THANK YOU

Benny Doro, CEO

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