

EXECUTIVE
SUMMARY
MAY 2025

*Deliciously Crafted.
Conveniently Delivered.*



FOOD CULTURE INC.

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. (OTC: FCUL) is a dynamic company operating at the intersection of culinary innovation and consumer convenience. Focused on creating high-quality, sustainable, and accessible food products, the company leverages cutting-edge technology and strategic partnerships to meet the evolving demands of health-conscious consumers.

Food Culture Inc.'s product lines emphasize natural ingredients, eco-friendly packaging, and diverse offerings that appeal to a wide range of dietary preferences and lifestyles. With a commitment to innovation and customer satisfaction, the company continues to expand its market presence, delivering value to both its shareholders and the global food community delivering meals under its <http://www.allyourmeals.com> brand.

OPPORTUNITY

- ✓ Canadian Meal Kit Market: **US\$1.66B** → **US\$2.73B** by 2028
- ✓ **13.24% CAGR** industry growth
- ✓ Key drivers: Health, Convenience, Remote Work, Digital Shift
- ✓ Today's consumers — increasingly prioritizing health, convenience, and online purchasing

- ✓ High-Growth Sector → Early exposure to booming industry
- ✓ Scalable Business Model → Digital-first advantage
- ✓ Strategic Timing → Expansion phase
- ✓ Massive Demand Trends → Multi-demographic appeal
- ✓ Ground Floor Opportunity → Early-stage upside



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, Restaurant-style Tasty meals

Consumer demand

Delivered right to your doorstep

Heat and serve. No muss. No fuss.

A photograph of a piece of salmon with dill on a dark surface. The salmon is orange and has a green dill sprig on top. The background is dark and textured, possibly a slate or stone surface. There are some small white specks, likely salt, scattered around the salmon.

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



\$2.73B

Canadian Meal Kit Market:

US\$1.66B → US\$2.73B by 2028

13.24%

13.24% CAGR industry growth

7 YRS

Food Culture has a **solid track record** and number of partnerships

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



COMPETITORS

GoodFood

Product is more expensive and meal kits are inconvenient

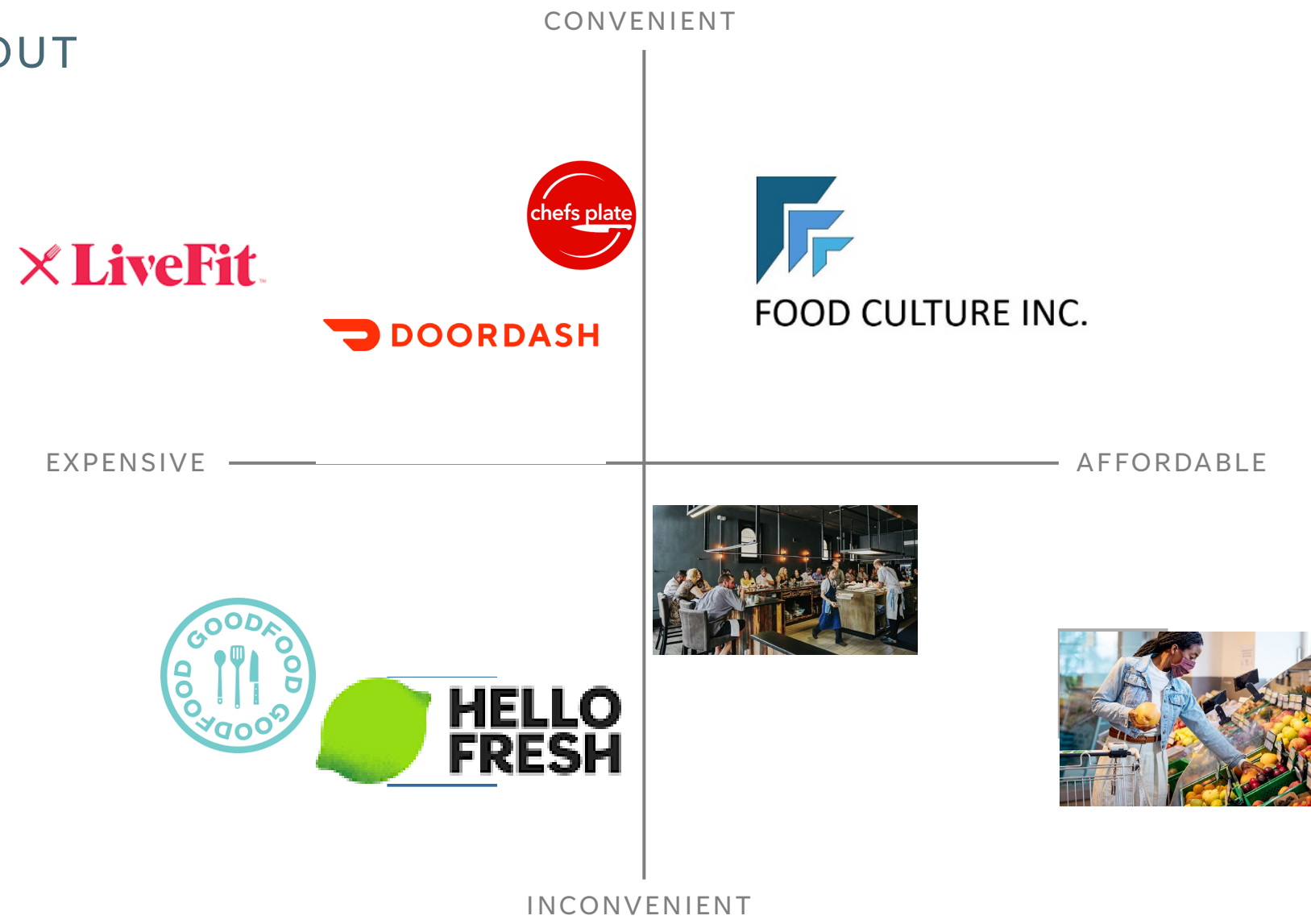
Hello Fresh

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.

PARTNER

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

Food Culture Inc.



GROWTH STRATEGY

Scaling to meet demand

WINTER
2024

Began strong marketing on
www.allyourmeals.com platform

SPRING
2025

Launch Toronto for entrance into
massive GTA market

SUMMER
2025

Develop Canada East hub for
production and fulfillment



SHARE STRUCTURE

Authorized Shares 500,000,000

Outstanding Shares 1,822,808

Restricted 1,500,895

Unrestricted 321,913

Held at DTC 254,652

Float 234,168

OTC Marketplace Pink Current

Alternative Reporting Standard

CIK 0001076262

Fiscal Year End 12/31 / Unaudited

Latest Report : Management Certification 31/12/24

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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www.foodcultureinc.com

