



Sophie's Kitchen

#TASTYAF (As Fish)



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Overview

Sophie's Kitchen is a plant-based seafood brand that is rapidly expanding its product portfolio. Headquartered in Las Vegas, Nevada, USA, Sophie's Kitchen offers a selection of frozen and shelf-stable plant-based alternatives for vegans and non-vegans alike. All products are soy-free, gluten-free, non-GMO, and plant-based.

As sales of plant-based foods reached ~\$7B in 2020 in the US alone, Sophie's Kitchen is set to be a leader in this increasingly growing market. To achieve this goal, Sophie's Kitchen has created strategic partnerships to support its aggressive growth.

While Sophie's Kitchen is rapidly expanding distribution in the US through grocery retailers (including Walmart, Wegman's, and Sprouts Farmers Market) and its D2C channel, the company is targeting global markets in its long-term strategy.

Led by Dr. Miles Woodruff MBA Ph.D., a business-focused industry leader with serious conservation experience, Sophie's Kitchen races forward towards its mission of making plant-based food accessible to everyone, everywhere.

Company Highlights

- ✓ The Sophie's Kitchen plant-based product portfolio includes in frozen breaded shrimp, crab cakes, breaded fish fillets and smoked salmon. In shelf stable it includes Sea Salt and Black Pepper Toona.
- ✓ Retail partners include: Walmart, Sprouts Farmers Market, Amazon and Wegman's.
- ✓ Distribution partners include: Unifi, Sysco, and Kehe.

We are profoundly committed to making a positive difference globally by changing unsustainable and unethical industries into ones that are.

Consumer Highlights

- 33% of U.S households have at least 1 member voluntarily following a vegan, vegetarian, pescatarian or flexitarian diet.¹
- Plant-based food sales grew almost 2.5x faster than total food sales from 2018 to 2020.²
- When considering seafood Americans are concerned : 90% are worried about mercury contamination in fish and other seafood, 88% about ocean pollution, 86% about the extinction of wild fish species and 83% about seafood mislabeling.³


1. FMI's 2019 U.S. Grocery Shopper Trends Report

2. SPINS 16 wks ending 4/19/20; PBFA.

3. <https://www.fooddive.com/news/health-and-sustainability-of-fish-have-consumers-hooked-but-they-buy-on-p/564322/>

"We believe that plant-based seafood alternatives should be available for everyone, everywhere. That's why we spent years creating plant-based seafoods nearly indistinguishable from their animal-based counterparts." - Miles Woodruff

Investment Highlights

<p>~46%</p> <p>Ownership in Sophie's Kitchen</p>	 <p>The global plant-based protein market is projected to grow to \$15.6B by 2026, while the US is expected to grow by \$5.6B in 2021</p>	<p>↑ 4x</p> <p>Increase in revenue in 2018 and 2019</p>
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