

POLLEN ⊕ GRACE

100% Natural Food-To-Go





# WE ARE MARKET LEADERS

We are Pollen + Grace.

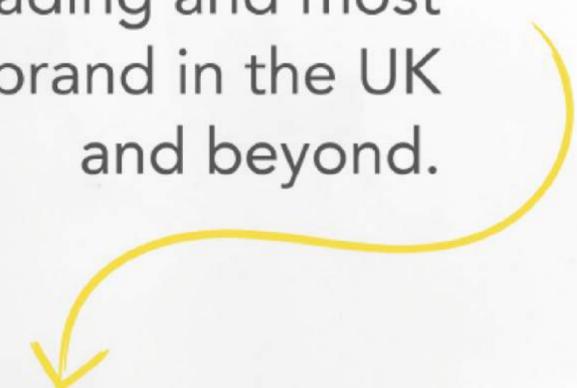
We create innovative, ahead-of-the-trend healthy food-to-go. We are challenging the traditional marketplace by creating 100% natural, accessbily priced, *genuinely delicious*, nutrient-dense meals.

We are leading the food-to-go market through the real food revolution.



# OUR MISSION

We are on a mission to make the world healthier and happier by pioneering a new way of eating. We are on our way to become the leading and most trusted healthy food brand in the UK and beyond.



# HOW?

By making genuinely healthy food delicious and exciting as well as accessible through convenience, price and education.



# A PRODUCT RANGE LIKE NO OTHER

An extensive range of healthy food-to-go products covering breakfast, lunch and dinner as well as snacks and dessert.

All nutritionally designed alongside our in-house nutritionist.

Consciously developed based on consumer trends, market research and expert insight.



+ *Unbelievably  
Delicious*





# PRODUCT RANGE

IN-HOUSE PRODUCTION  
*(SALSA accredited)*

- Fresh
- Breakfast Pots
- Hot Pots
- Lunch Boxes
- Super Salads

OUT SOURCED  
*(BRC facility)*

- Ambient
- Super Squares
- Banana Bread



# MARKET OPPORTUNITY

With the food-to-go market currently valued at £17.4bn with expected growth to £23.5bn by 2022, we are in prime position to make the most of this opportunity...



⊕ More than half of UK adults are now adopting 'vegan buying behaviour' + the number of vegans in the UK has grown fourfold in the past 10 years.

⊕ Major supermarkets are listening - Waitrose has increased its vegetarian + vegan range by 60% in the past year.



⊕ The no. of UK adults who claim to regularly buy free-from products has more than doubled in the past two years.

⊕ Demand for free-from products now extends well beyond consumers with an intolerance.



⊕ The UK food-to-go market is set to grow by 35% by 2021 due to an increase in busy lifestyles and a 'shop little and often' approach.

⊕ Supermarkets are increasingly devoting more space to food-to-go lines.

# KEY ACHIEVEMENTS



**Mar 2015**  
First lunch delivered from home kitchen

**Jul 2015**  
Moved into our first kitchen

**2015**  
REVENUE  
£36,000

**Jan 2016**  
Launched retail range in Planet Organic with 14 products

**2016**  
REVENUE  
£360,000

**Jan 2017**  
Moved into our own commercial production facility



**Sep 2017**  
SALSA accreditation

**2017**  
REVENUE  
£480,000

**Jan 2018**  
Launched Nationwide on Ocado as a bestseller

**Aug 2018**  
Awarded a Great Taste Award



**Sep 2018**  
Super Squares listed with 150 sites across WHS + Compass

**2018**  
REVENUE  
£750k  
+ £1M run rate in Q4

**Apr + May 2019**  
Launch with Co-op, then Tesco

**2019**  
EST. REV  
£2M



# THE NEXT IN LINE

With a growth pattern replicating successful household names, we present the unique opportunity to be part of a similar pioneering growth within the food-to-go market.



⊕ **1998:** started selling homemade smoothies at a festival

⊕ **2000:** secured Waitrose as their first Nationwide stockist after trial period

⊕ **2013:** Coca-Cola buys 90% stake in the business which is valued at £320million

⊕ **2008:** started sending out snack boxes in the post

⊕ **2011:** outsource baked production + increase size of in-house factory

⊕ **2015:** entered retail market, now has a turnover of £50mil annually

⊕ **2011:** started making popcorn at home

⊕ **2013:** secured Google HQ as first stockist followed by Selfridges

⊕ **2018:** £7mil Jam Jar investment, annual turnover of £15mil

⊕ **2015:** started making lunches at home for local offices

⊕ **2018:** secured Ocado as first Nationwide stockist + reach run rate of £1mil with major pipeline for 2019

*What Next....?*

# STOCKIST GROWTH

2016

daylesford  
ORGANIC FARM GLOUCESTERSHIRE

PLANET ORGANIC

SELFRIDGES&CO

Harrods

+ 2017

+ as nature intended

WHOLE FOODS MARKET

SOURCED MARKET

simplyfresh  
convenience just got better...

+ 2018

Google

COMPASS GROUP

Budgens

ocado.com

WHSmith

+ 2019

HOLLAND & BARRETT

co op

gategroup™

LNER  
LONDON NORTH EASTERN RAILWAY

TESCO

SPAR

amazon

+ MANY MORE

+ export opportunities in Scandinavia, Ireland + the Middle East

# GROWTH STRATEGY

We are growth-focused and have already invested heavily into the people + infrastructure required.

## Innovation + NPD

Continuous innovation through new products + ranges leading to growth in sales within current and new markets.

**Extremely rapid NPD cycle; 3 months on fresh products to 6 months on ambient.**

### CASE STUDIES

⊕ **Hot Pots range:** Q4 2017 launch of a new product category, Hot Pots, which now contributes to 20% of total revenue. Q4 2018 expansion of the Hot Pot range by two new lines – direct request from Ocado.

⊕ **Super Salads range:** new accessibly priced range of salads targeted at the Out-Of-London market. Originally created for a major high street retailer, launching Nationwide in Q1 2019 via Ocado.

⊕ **Super Squares range:** launched in Q3 2018 with 3 lines. With the addition of 2 baked lines, the snacks category is set to contribute to 20% of total sales by the end of Q2 2019.

## Export

- ⊕ Ambient range set to go International by Q2 2019
- ⊕ Inbound enquiries from Scandinavia (Orkla), Ireland and Middle East

*Pollen + Grace*

## Pop-Ups

- ⊕ Series of London-centric Pop Up grab-and-go stores – revenue generating marketing
- ⊕ Attendance at key National industry events to grow brand presence and revenue

## Market Penetration

Grow sales of existing products through new listings.

### CURRENT PIPELINE HIGHLIGHTS

- ⊕ **Compass Group:** expansion through portfolio, 600% growth expected in 2019
- ⊕ **Co-op:** Launch in April 2019
- ⊕ **Gate Group:** working on a project for a major European airline
- ⊕ **Simply Fresh:** nationwide distribution with focus on the healthcare sector
- ⊕ **Tesco:** Launch in May 2019
- ⊕ **Holland & Barrett:** Launch in Q2 2019
- ⊕ **LNER/SSP:** Launch in Q3 2019

# UPCOMING INNOVATION

Ideas are the one thing we're never short of. Here's just a few of the projects we're currently working on.



## FRESH

IN-HOUSE  
3 month  
NPD cycle

**Ongoing:** continued innovation within current product lines to stay ahead of the market

**May 2019**  
Introduction of eco-friendly packaging



**Autumn 2019**  
Introduction of new flavours within the range of Super Squares

## AMBIENT

OUTSOURCED  
6 month  
NPD cycle

**May 2019**  
Introduction of Bakery range

*Outsourced banana bread range launching with two flavours in Jan 2019 optimised for airlines*

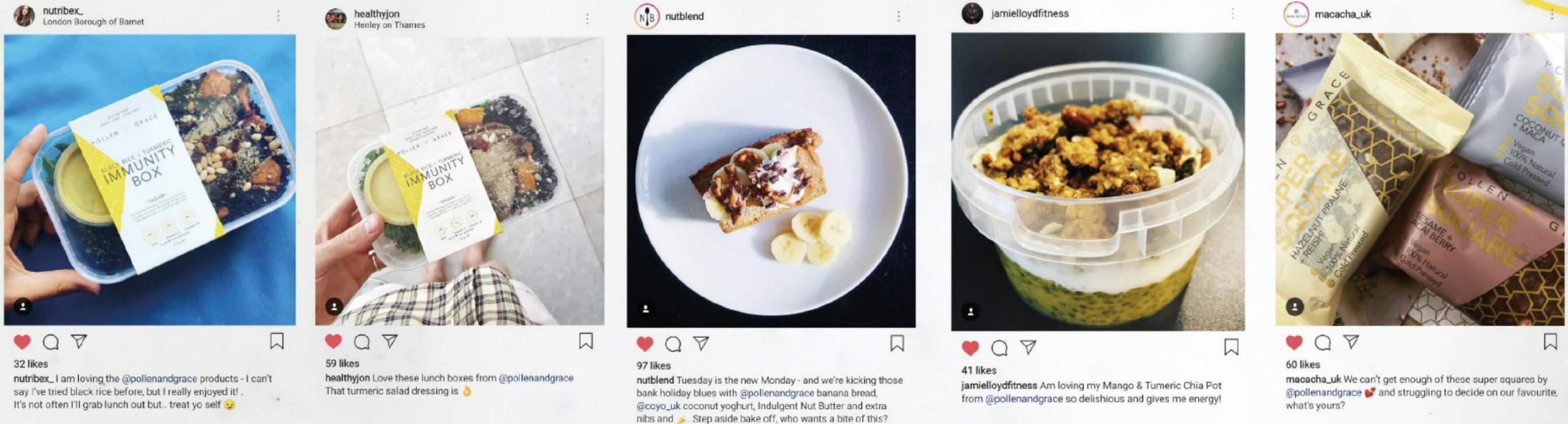
**Autumn 2019**  
Introduction of a range of long-life HPP salad dressings



# PR + MARKETING

Our audience is engaged, loyal and supportive. With social media as our number one channel, we drive traffic to new stockists and events and receive a constant demand to grow our availability.

Social Following: 25,000+



## Communications Strategy:

*Content focused, Key Industry Events, In-Store Sampling + Influencer Relationships*

As Featured In:



INDEPENDENT

STYLIST



## Strategic Partnerships:

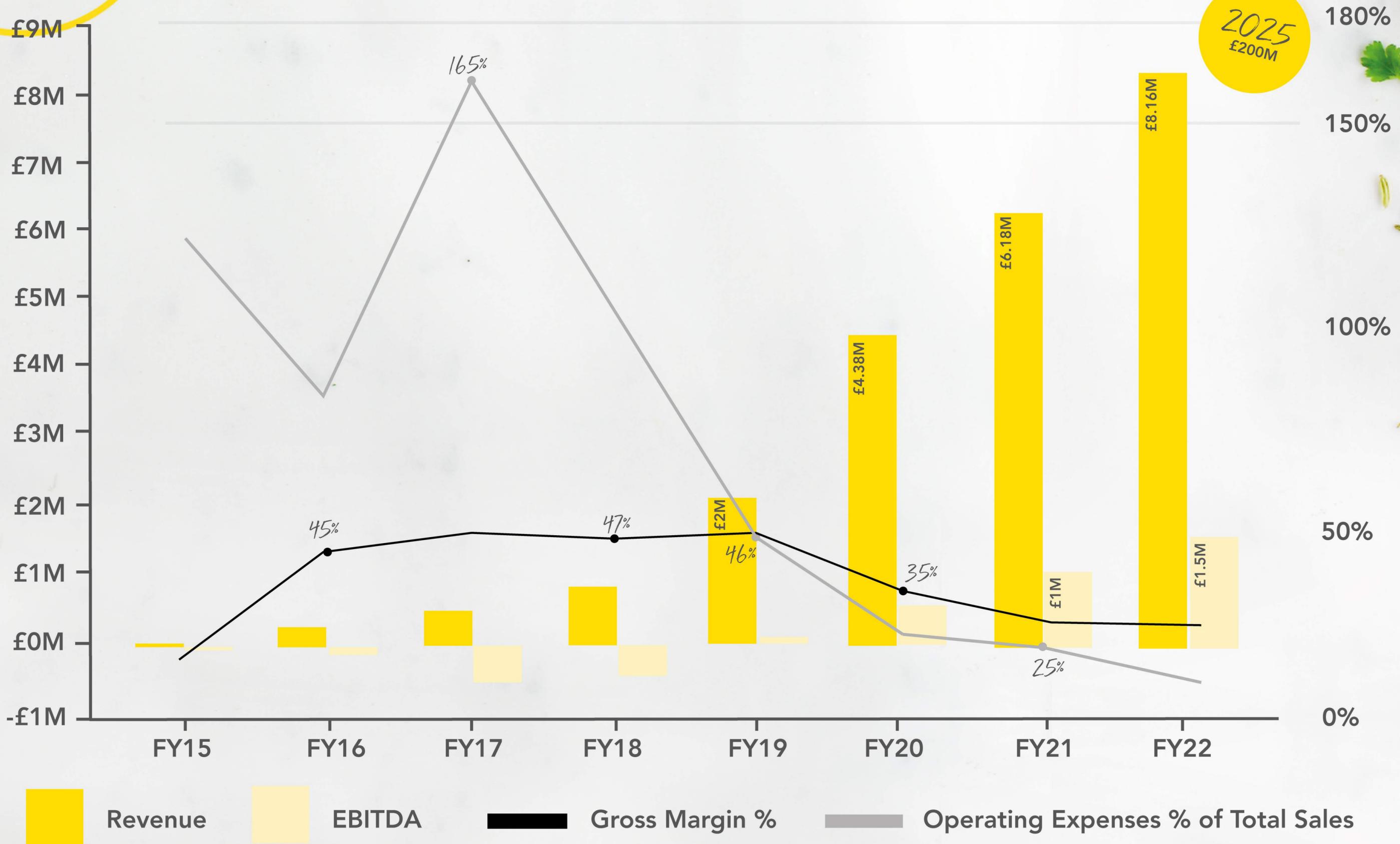


# AN UPWARDS TRAJECTORY

**2015-2017:** Invested in business setup, creating the product + strong foundations for growth.

**2018:** Rapid growth

**2019:** Profitable growth. Acheived through improved gross margins with a shift to outsourcing model in 2020, in turn reducing gross margins but improving operating expenses.

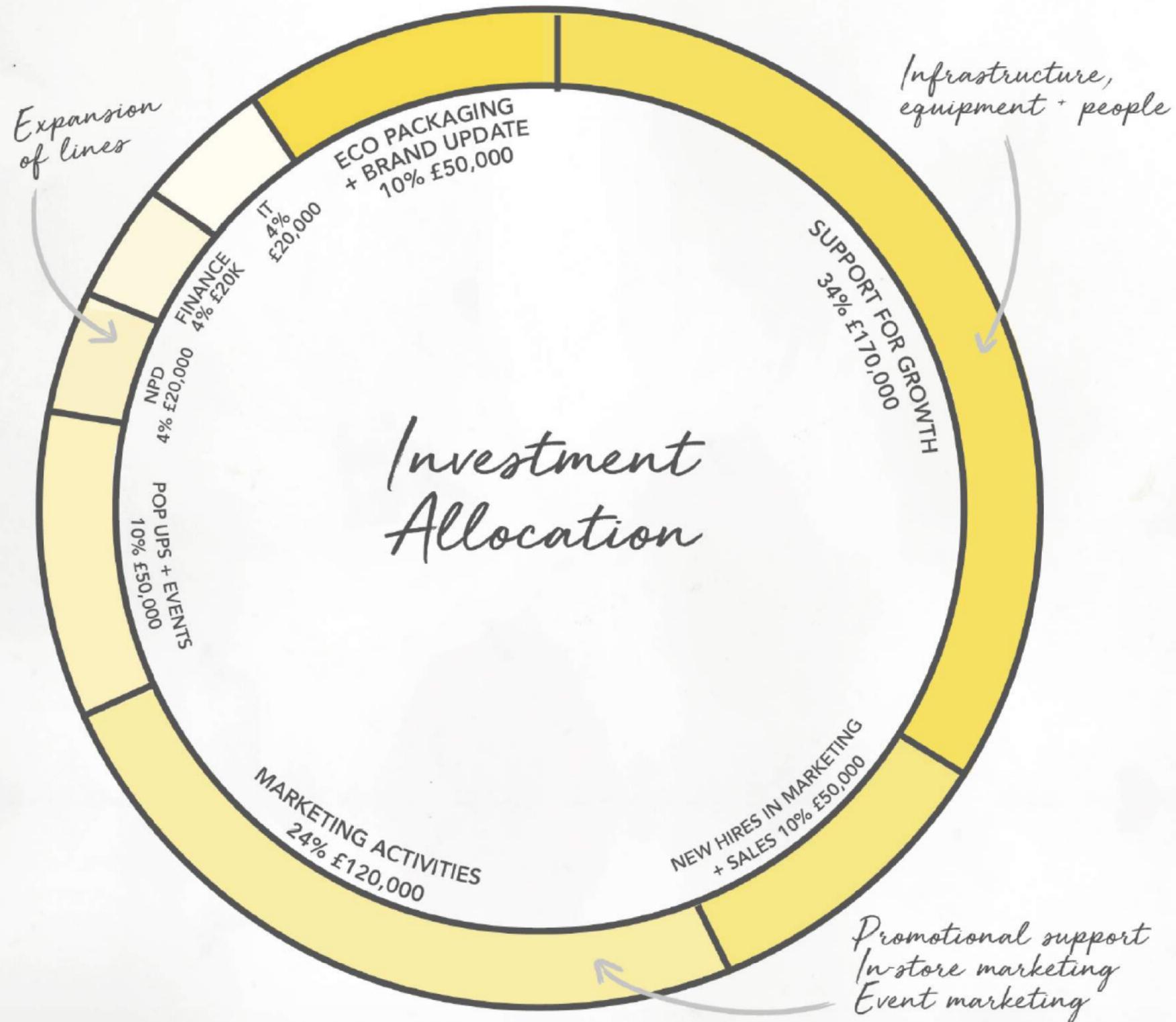


# INVESTING IN GROWTH

**We are raising £500K to fund our rapid growth + expansion.**

The value creation strategy rests on three pillars:

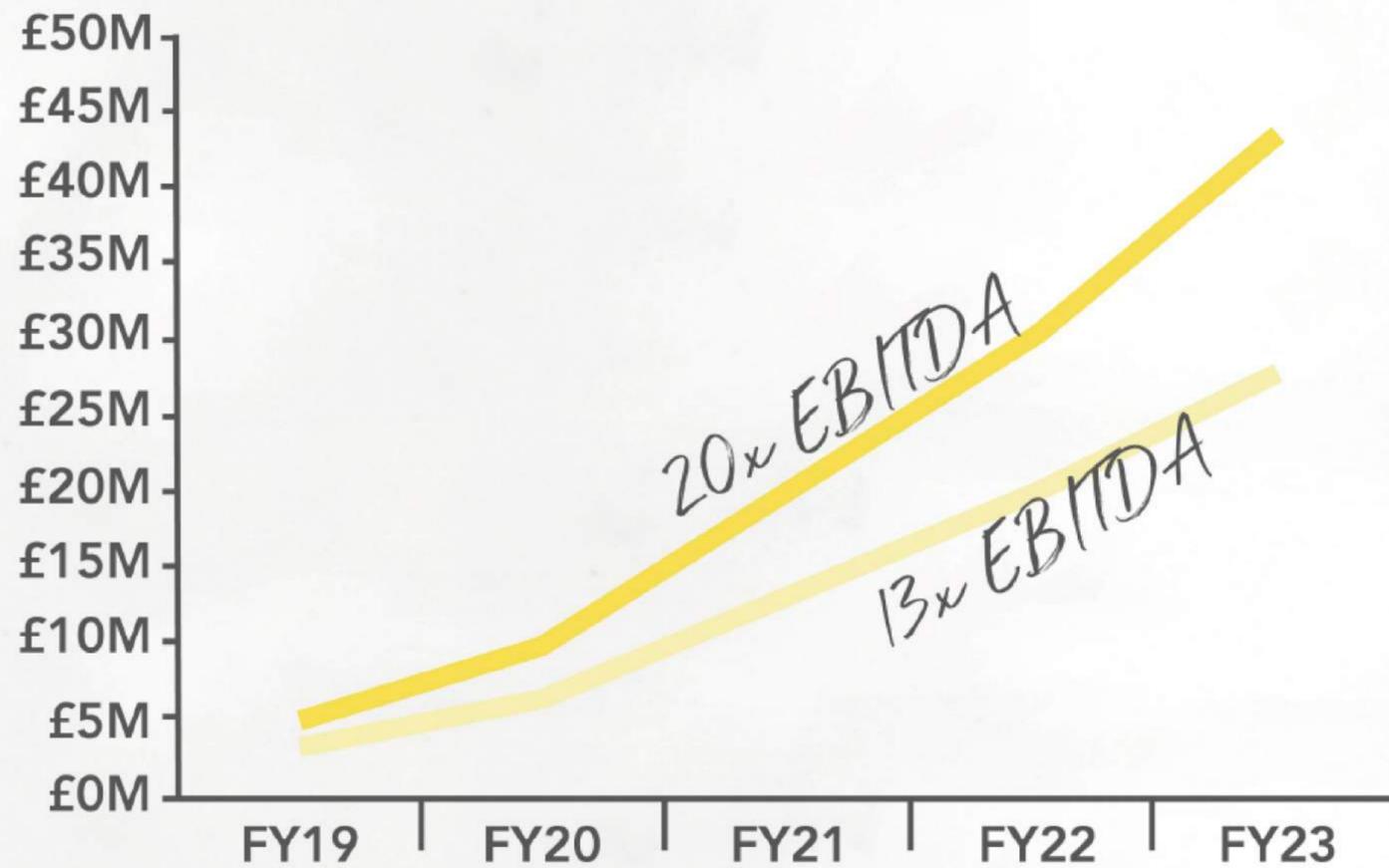
- ⊕ Invest for rapid profitable growth through increased marketing, sales + field resources
- ⊕ Continued investment into innovation + NPD across product and packaging
- ⊕ Drive value creation by building efficiencies within the business



# EXIT POTENTIAL

Led by the market shift in the USA, the values paid for genuinely innovative healthy food enterprises have soared significantly in the UK. **Businesses now sell on multiples of sales rather than profits.**

## Exit Potential EBITDA Multiples



## Exit Potential Revenue Multiples



Notable exits include:



for 3.7 x Sales



for 5.5 x Sales



for 3.6 x Sales



for 6.9 x Sales

# A WINNING TEAM

We are a young, passionate and driven team, supported by an experienced advisory board + industry mentors.



## Chairman

**Charles Miller-Smith**

*Finance Director*

*Unilever*

*Board Director*

*HSBC, Goldman*

*Sachs + Warburg*

*Pincus*

## Directors

**Stephanie Johnson**

**Kristina Komlosiova**

*Product, Brand, Sales,*

*Finance + Logistics*

## Core Team

Anastasia Bertacca, Nutritionist + Procurement

Kerry Hopkins, Brand + Marketing

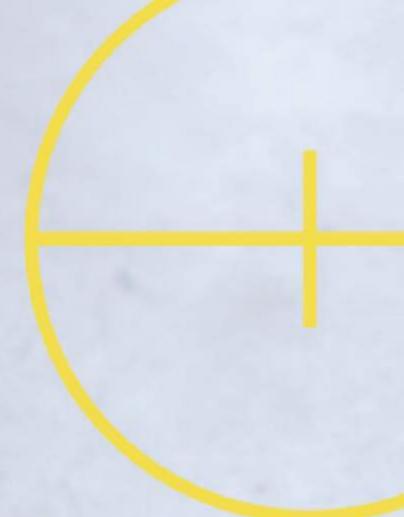
Jemima Reid, Business Development

Linda Rippe, Head Chef

Daniel Sanneh, Supply Chain

Hazel Allison, Office Management

*Our Founders*



## WHAT NEXT?

We welcome investors who are excited by the opportunity Pollen + Grace presents. Join us in revolutionising the food-to-go market.

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