

Anchin's Food for Thought

June 6, 2019

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Accountants and Advisors

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Table of Contents

Industry Executive Panel Profiles

Greg Wank, CPA, CGMA

Partner and Leader

Anchin's Food and Beverage Industry Practice

Zoe Feldman

Director

Chobani Incubator

Mike Messersmith

U.S. General Manager

OATLY

Danielle Gould

Founder

Food + Tech Connect

Hans Taparia

Entrepreneur

and Co-founder of Tasty Bite

Survey Analysis: Food for Thought

Greg Wank, CPA, CGMA

Partner and Leader

Anchin's Food and Beverage Industry Practice

Anchin's Food and Beverage Industry Practice

Event Sponsors

Attending Companies and Exhibitors



Industry Executive **Panel Profiles**



Greg A. Wank

Leader - Food and Beverage Industry Practice
Anchin, Block & Anchin LLP



Gregory Wank, CPA, CGMA, is an accounting and advisory partner at Anchin and a member of the Firm's Executive Committee. Greg is the Leader of the Firm's Food and Beverage Practice, providing accounting, business, and tax planning services to privately held companies and investors throughout the industry, including many emerging brands, manufacturers, distributors and retailers.

As a prominent thought leader in the food and beverage industry, Greg is often sought after as an expert panelist at industry events to speak on the financial and investment climate in the industry. He assists the growth of emerging brands as a strategic partner with various investors and accelerators. He also authors the Firm's Food and Beverage industry news alerts, highlighting business issues, distributes the leading industry survey, and hosts regular events including presenting to well over 100 companies at Anchin's annual State of the Food and Beverage Industry event, now in its 13th year.

Greg is frequently interviewed by various publications and has recently been heard on *Bloomberg Radio* and is frequently quoted in *The Wall Street Journal* discussing recent transactions in the natural foods industry.



Zoe Feldman
Director
Chobani Incubator

Chobani®
Incubator

Zoe Feldman is the Director of the Chobani Incubator, a program internal to Chobani that invests in companies taking on broken food systems to bring better food to more people.

Prior to Chobani, Zoe spent five years in CPG F&B investing as the Managing Director of two different VC funds in the space, following a seven-year stint in a variety of roles at PepsiCo in New York. She is passionate about helping early stage companies and founders, particularly those from underrepresented/marginalized communities.



Mike Messersmith

U.S. General Manager
OATLY



Mike is the General Manager for OATLY leading all aspects of business and brand development in North America. OATLY makes vegan, plant based food and beverage products made out of oats and was originally founded in Sweden over 25 years ago. Prior to joining OATLY and launching it in the US, Mike held a variety of marketing and commercial roles at The Nature's Bounty Co, Chobani, and PepsiCo.

Before starting his career in CPG, Mike served as an Officer in the Navy in a variety of roles including nuclear engineering management on aircraft carriers. He has his MBA from Harvard Business School, a Masters in Engineering Management from Old Dominion University, and his undergraduate degree from Duke University. He lives in Manhattan with his wife and their dog.



Danielle Gould

Founder
Food + Tech Connect



Danielle Gould is the founder of Food+Tech Connect, the site of record and community for food tech and innovation, and co-founder and co-CEO of Alpha Food Labs, a community-driven platform for building and launching deliciously healthy and sustainable food companies.

Since 2010, Danielle has been the leading voice for leveraging new technology, investment and business models to create a better food future. She is also a founding member of the Culinary Institute of America's Business Leadership Council and a member of the Google Innovation Lab For Food Experiences. Danielle was named one of Fast Company's Most Creative People in Business and one of Fortune and Food & Wine Magazines Most Innovative Women in Food.



Hans Taparia

Entrepreneur
and Co-founder of Tasty Bite



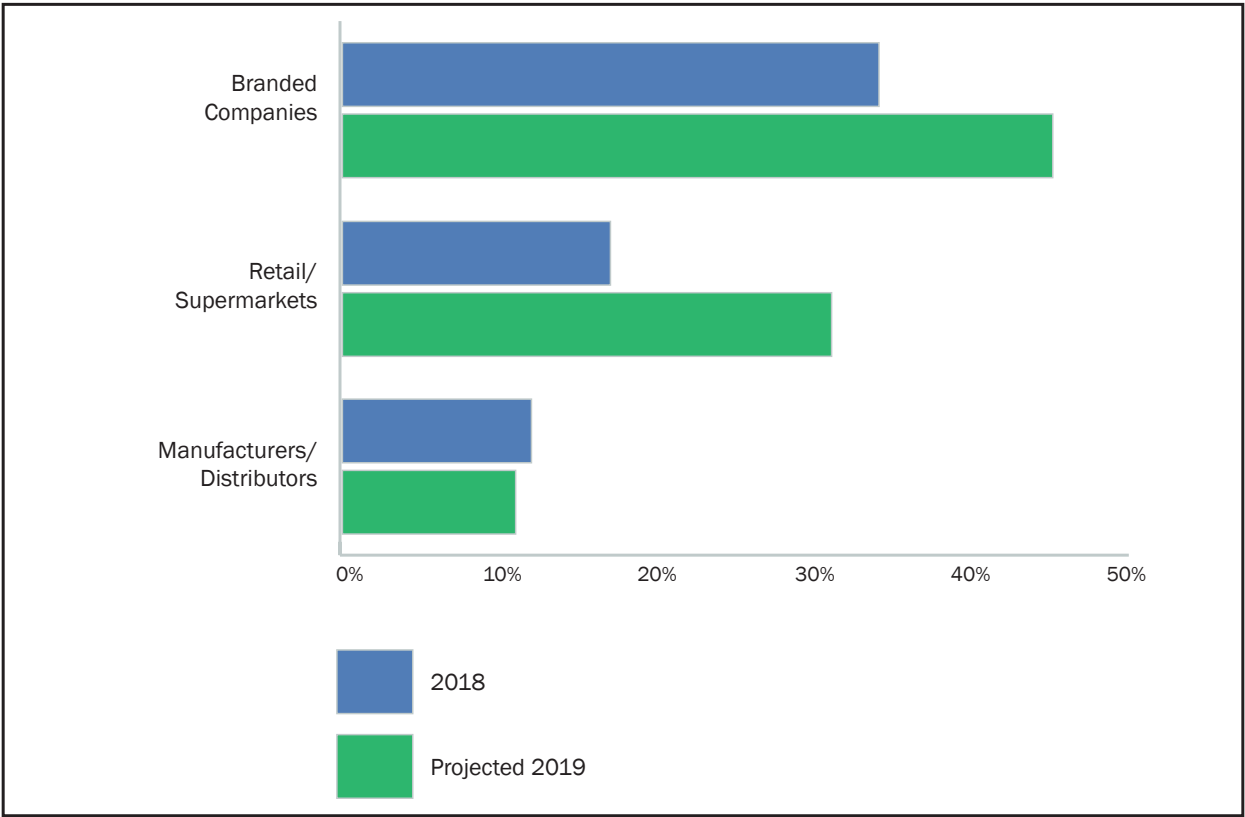
Hans Taparia is a serial entrepreneur and professor at the NYU Stern School of Business. He co-founded one of America's leading health food brands, called Tasty Bite, and helped build it for twenty years, after which it was acquired by Mars Inc. Tasty Bite grew to become the largest brand of ready-to-eat Indian and Asian meals sold in the North America. He also co-founded one of the world's leading optical networking technology companies, Tejas Networks, which also went public in 2017. His latest venture is called Desert Bloom, which has been set up to be an evergreen operating company that invests in and helps grow businesses that fundamentally improve the country's food environment.

Hans is involved in food from a variety of lenses. He is an entrepreneur, a professor at NYU, where he teaches food entrepreneurship and social impact, a board director at Hunger Free America, a leading hunger advocacy organization, and he writes frequently on the topic. His articles have appeared in leading publications including the Huffington Post and the New York Times. Hans has a Bachelors of Science from the Massachusetts Institute of Technology.



Survey Analysis
Food for Thought

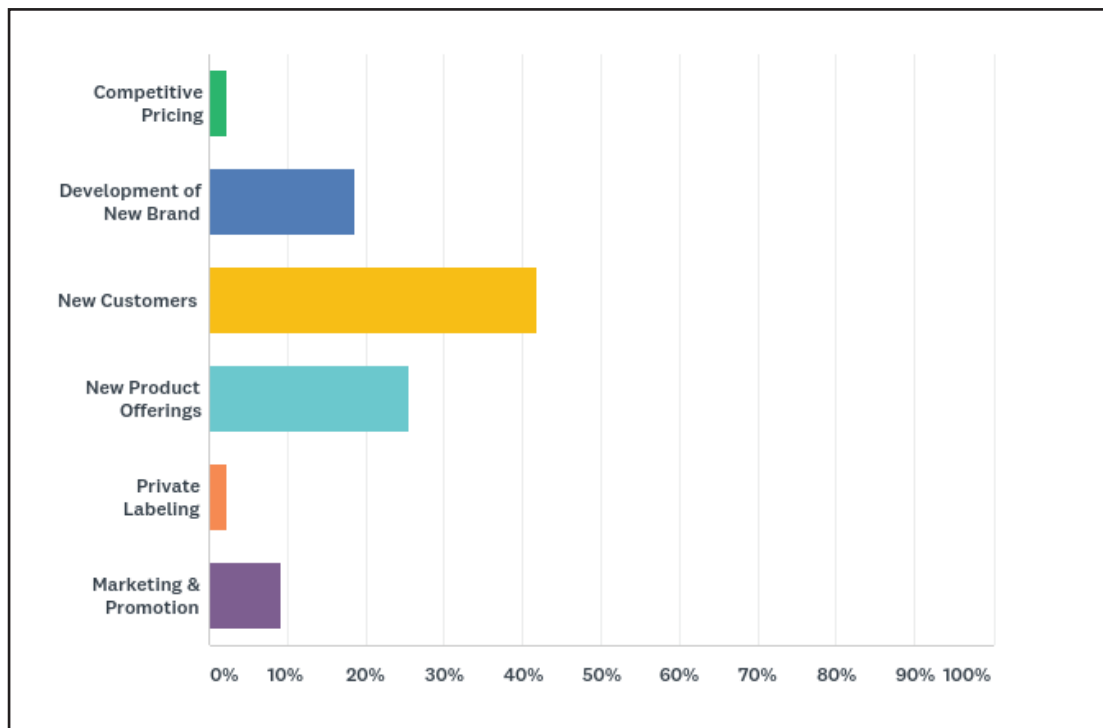
Growth in Sales for Branded, Retail and M&D Companies



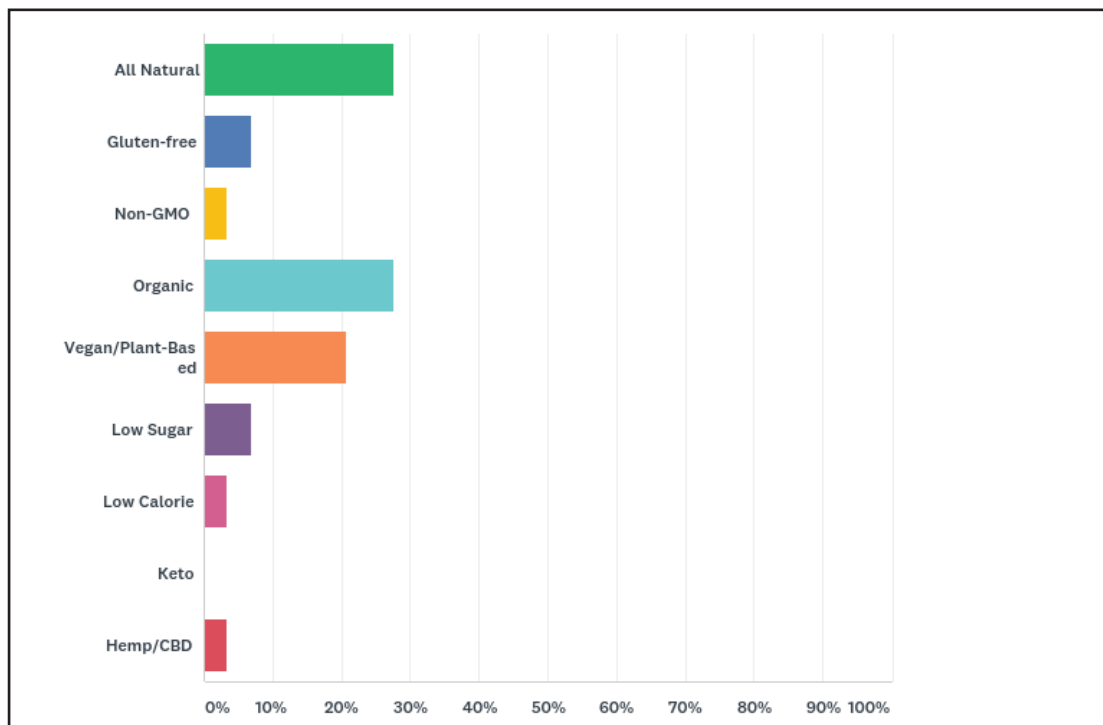


Survey Analysis **Branded Companies**

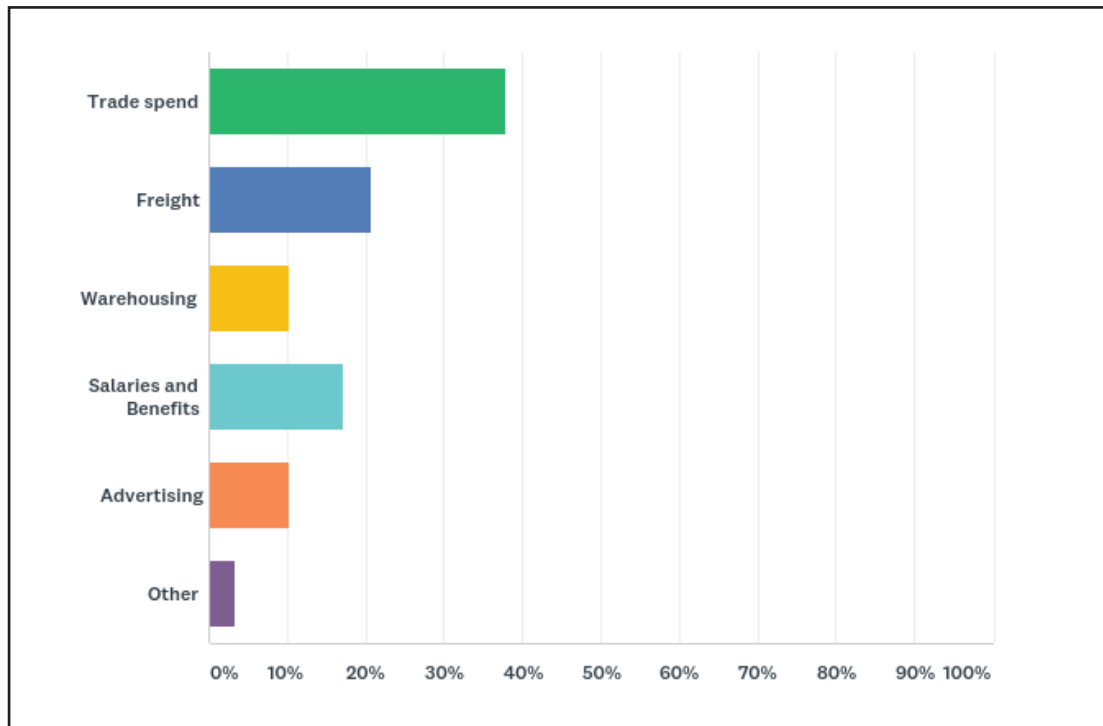
What was the greatest driving force for new sales in 2018?



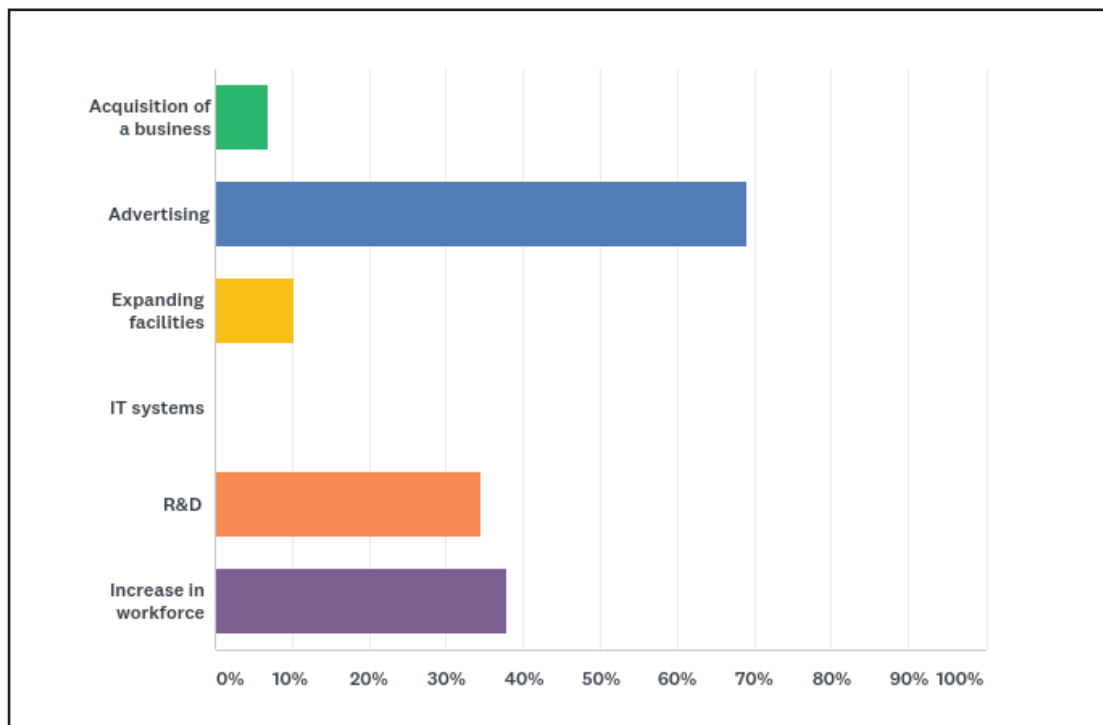
In which of the following categories is the majority of your new product offerings?



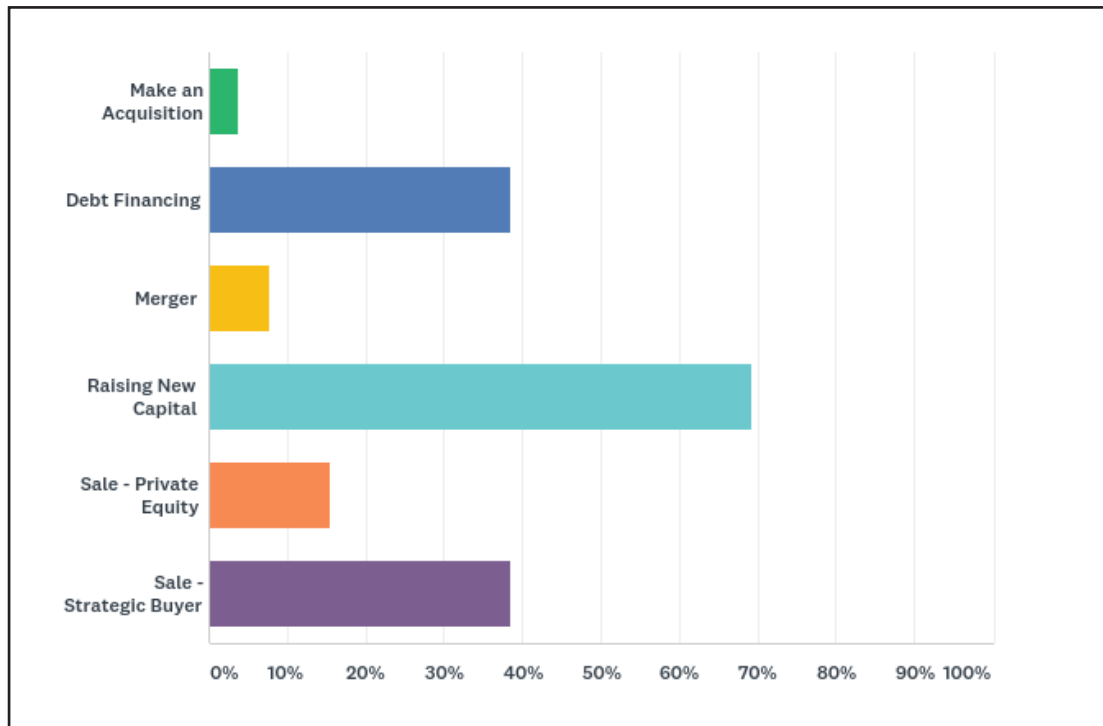
In which area did your actual 2018 expense most exceed your budgeted amount?



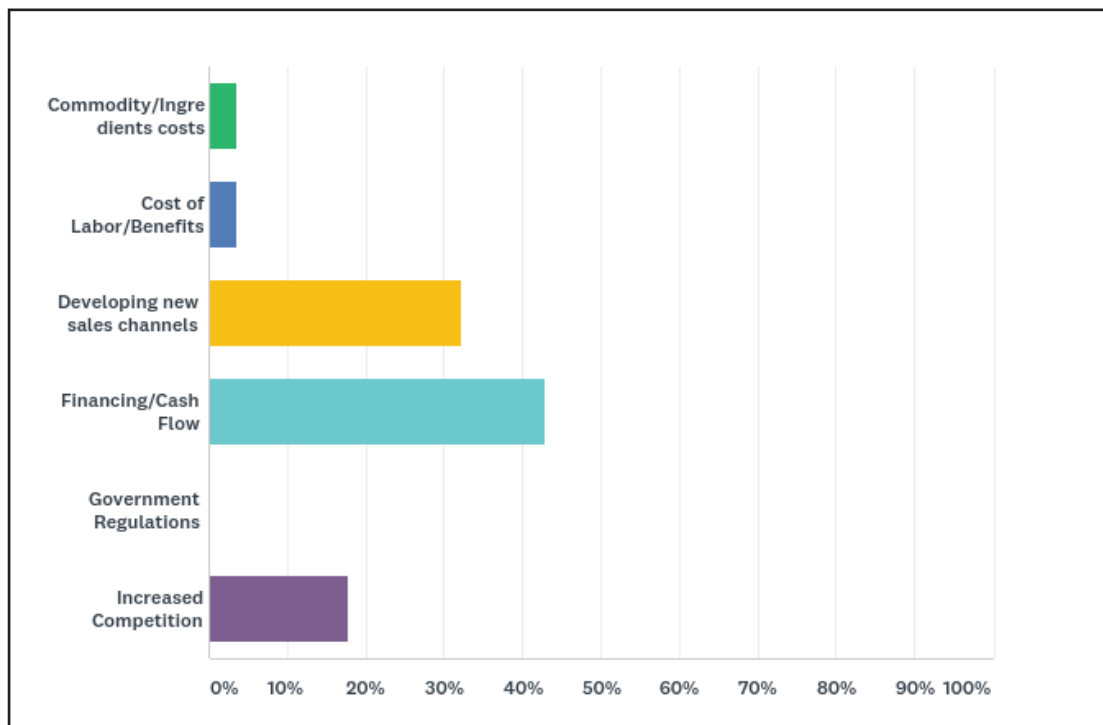
**In which areas do you expect your company to make a significant investment over the next year?
(Multiple Responses Allowed)**



**Which of the following do you anticipate in the next three years?
(Multiple Responses Allowed)**



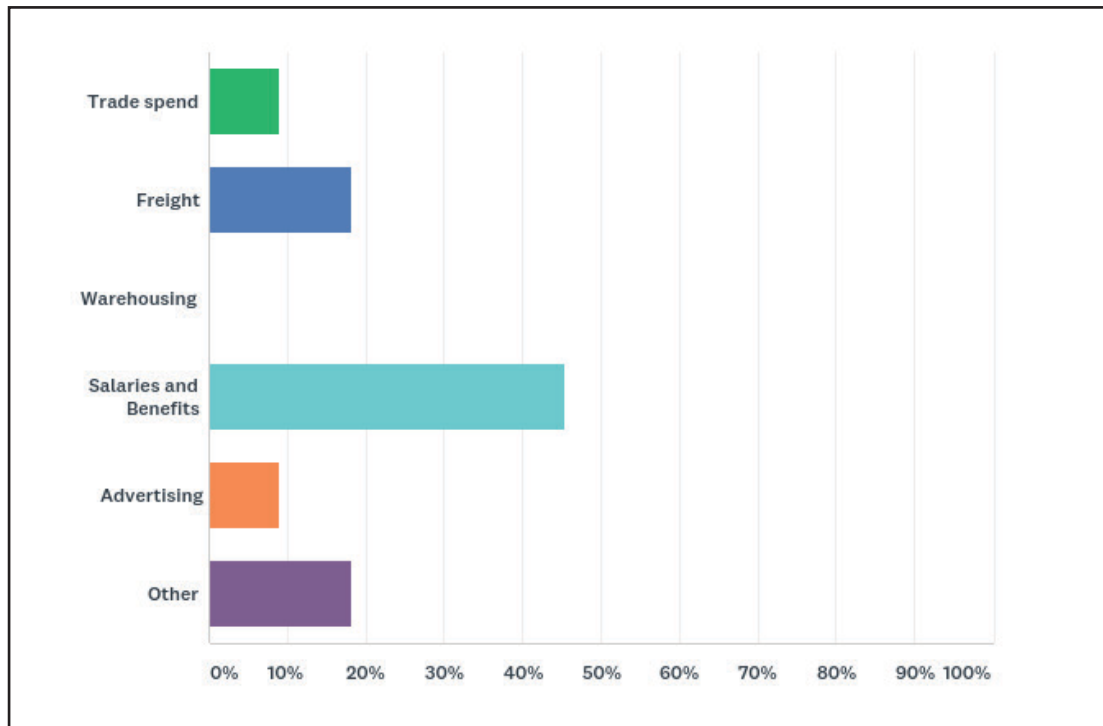
What was your greatest overall challenge in 2018?



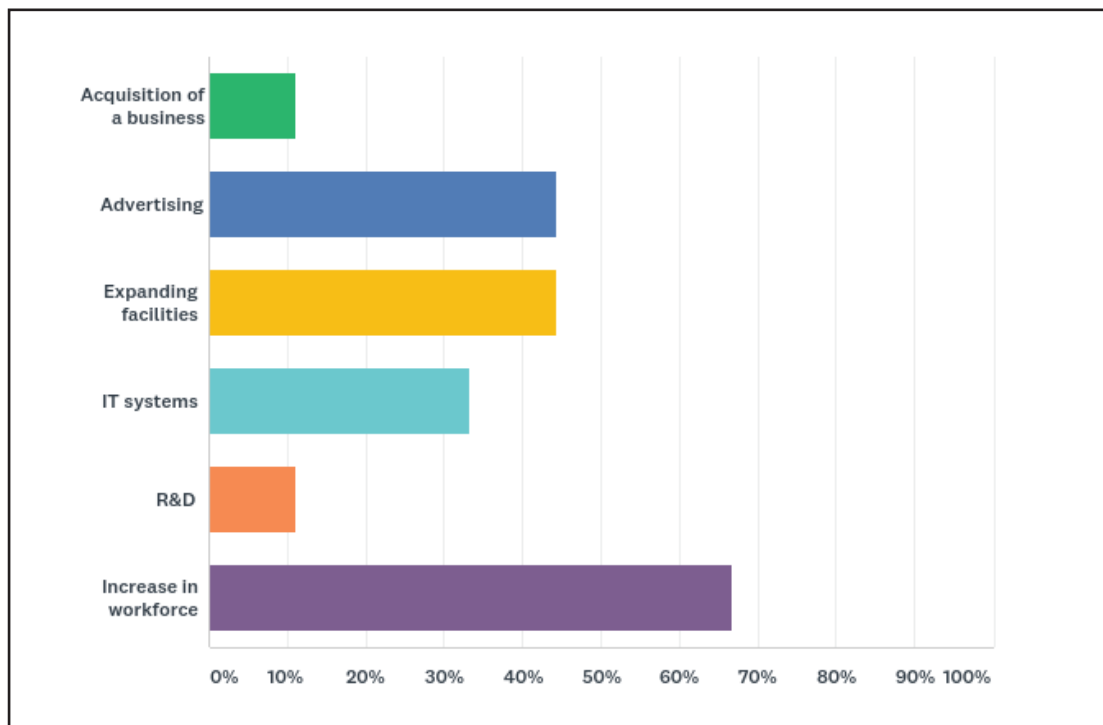


Survey Analysis
**Retail/
Supermarkets**

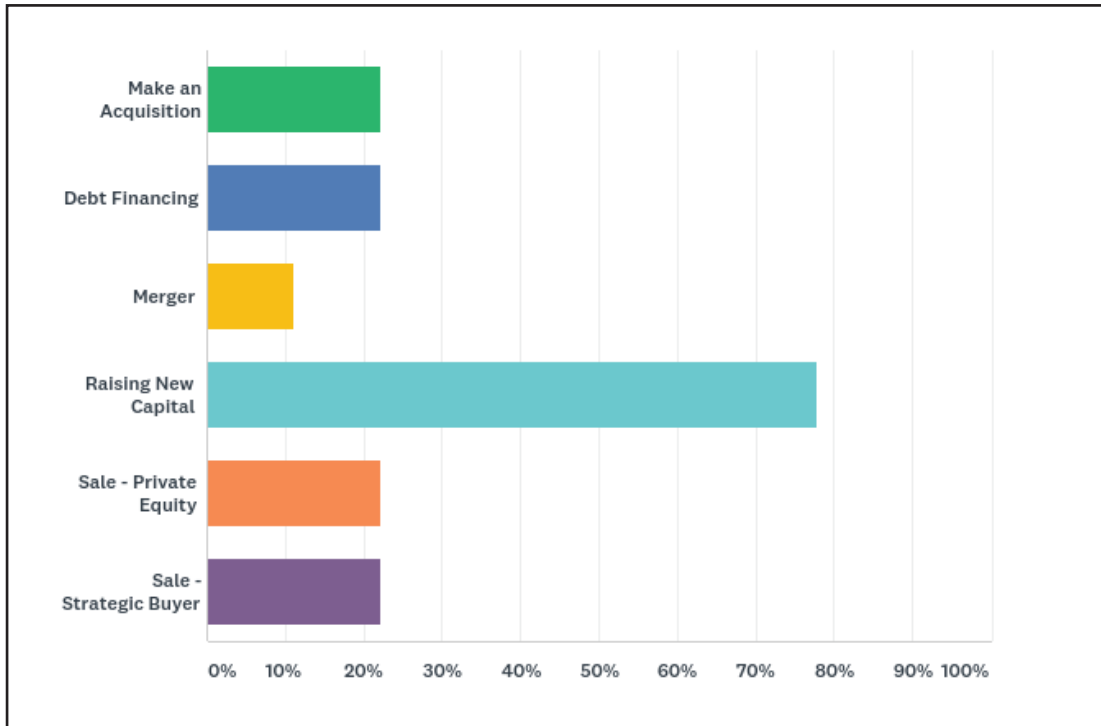
In which area did your actual 2018 expense most exceed your budgeted amount?



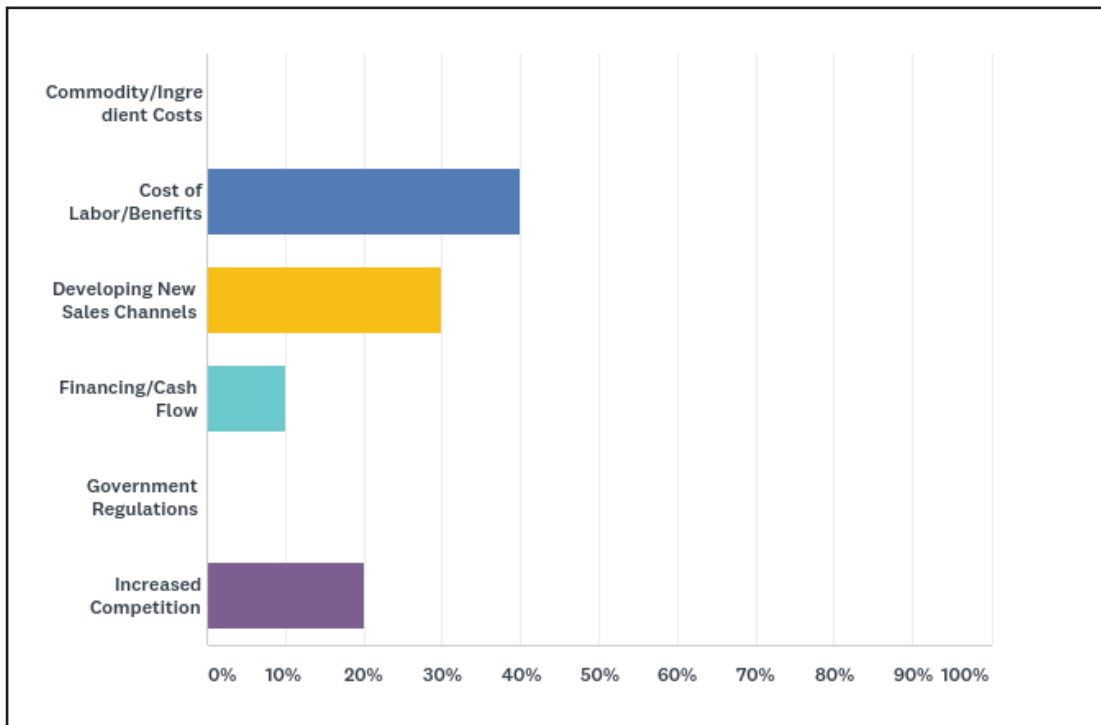
In which areas do you expect your company to make a significant investment over the next year?
(Multiple Responses Allowed)



**Which of the following do you anticipate in the next three years?
(Multiple Responses Allowed)**



What do you believe will be your greatest overall challenge in 2019?

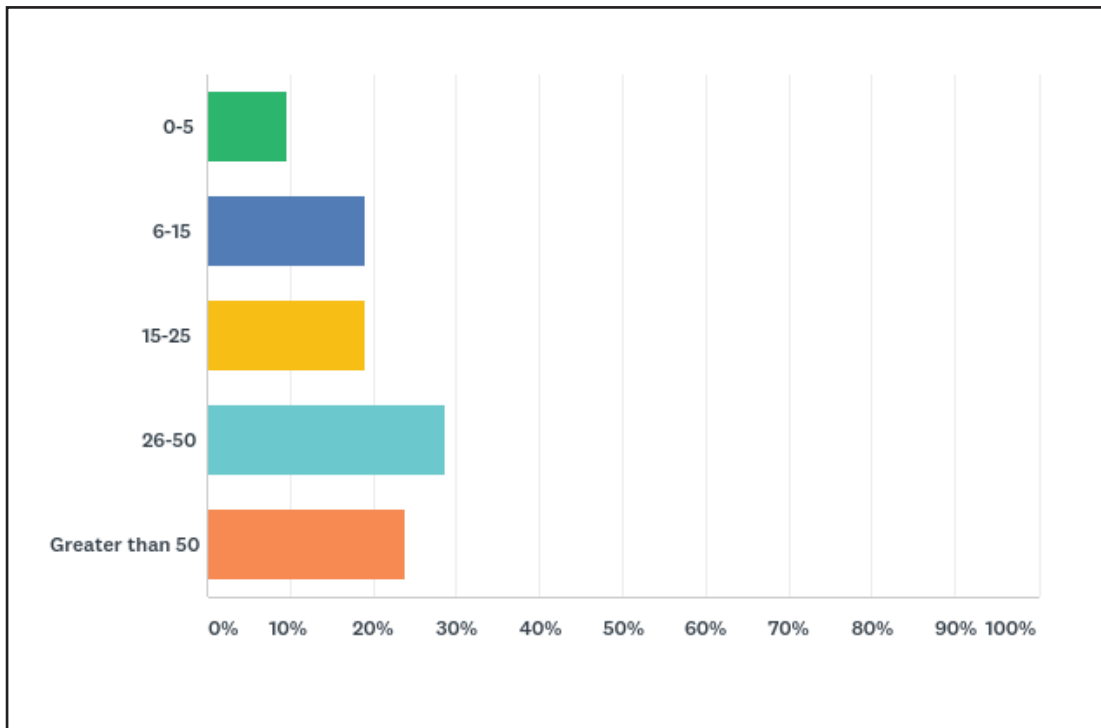




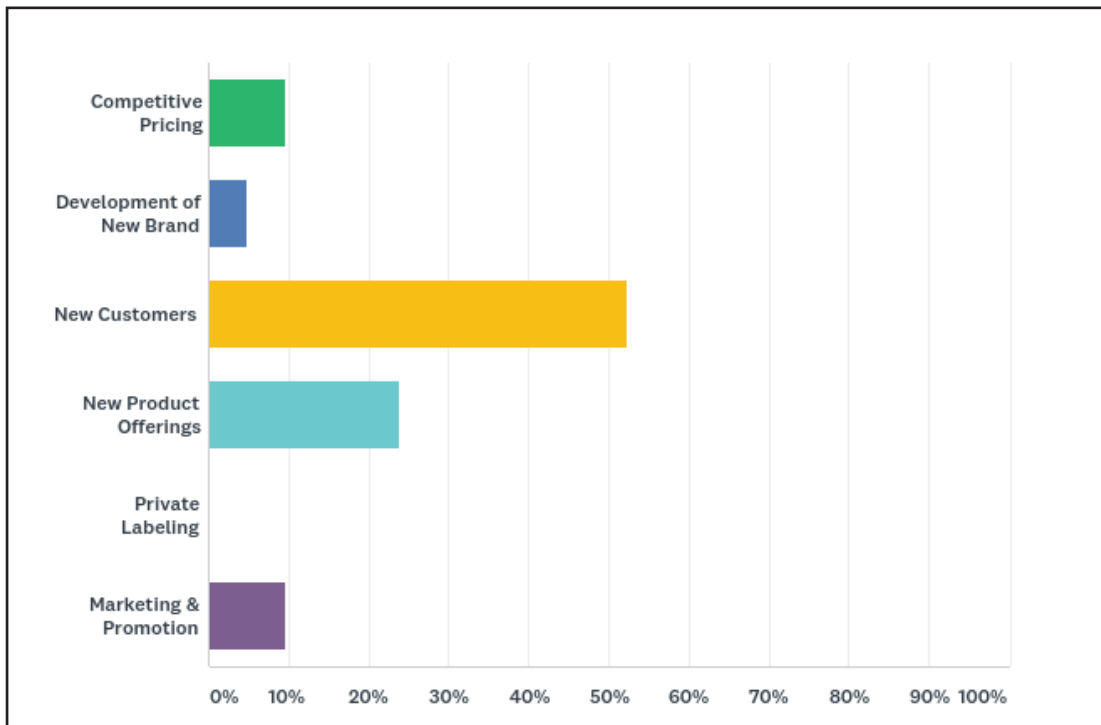
Survey Analysis

Manufacturers/ Distributors

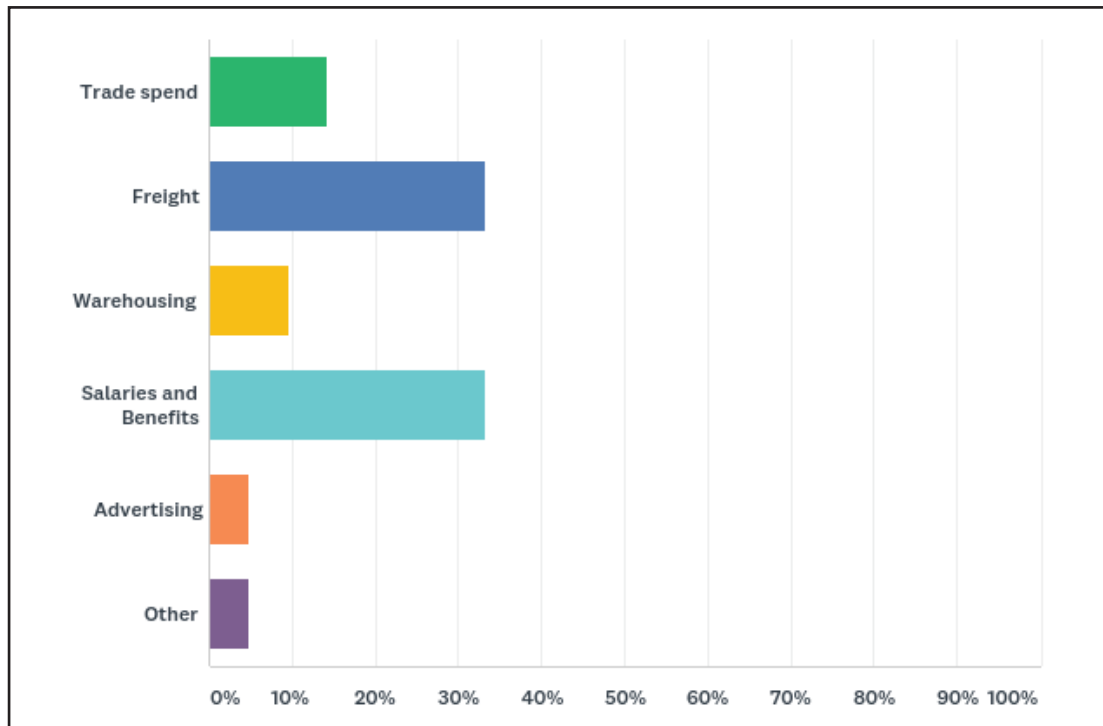
How many years has your company been in business?



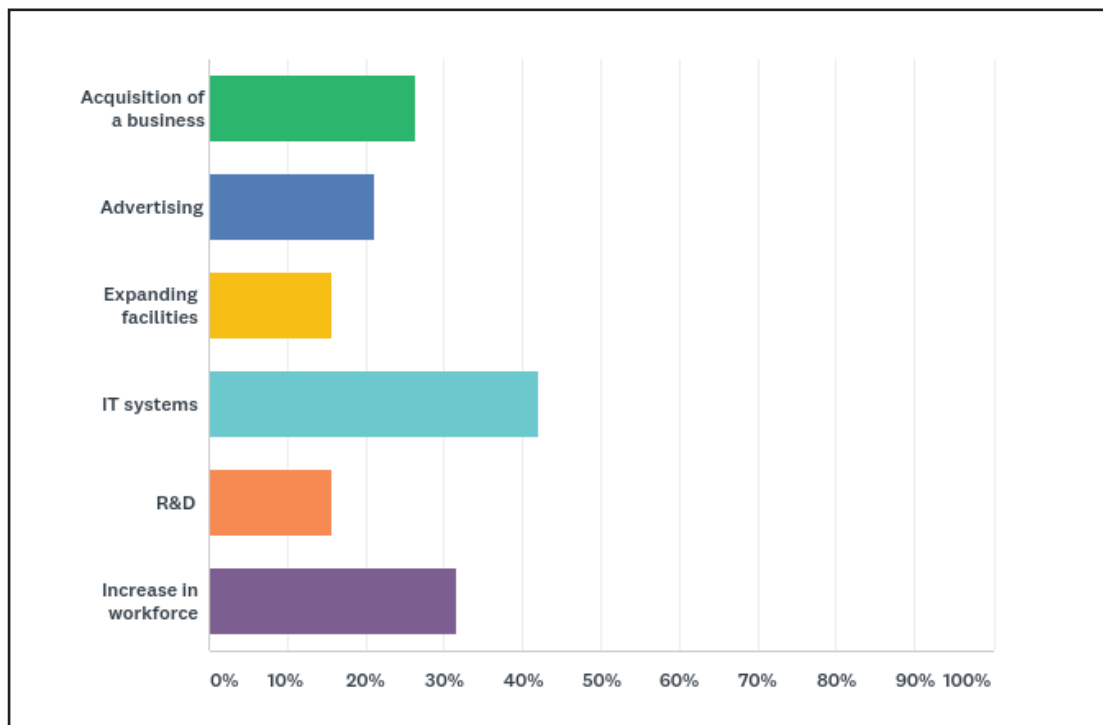
What was the greatest driving force for new sales in 2018?



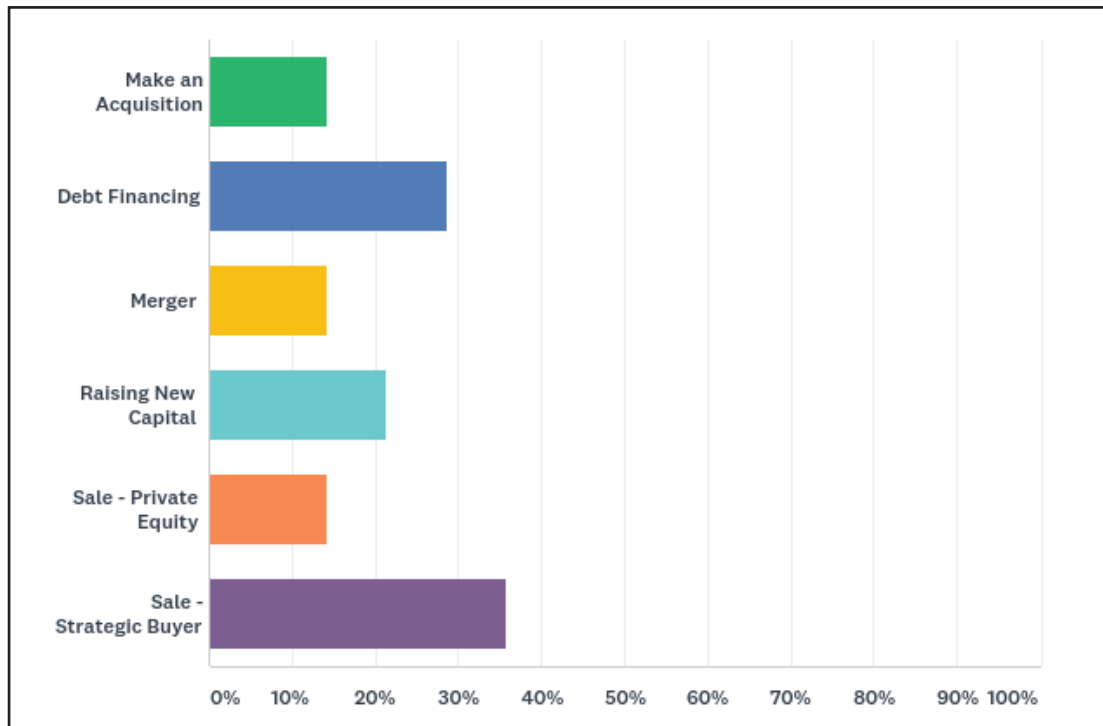
In which area did your actual 2018 expense most exceed your budgeted amount?



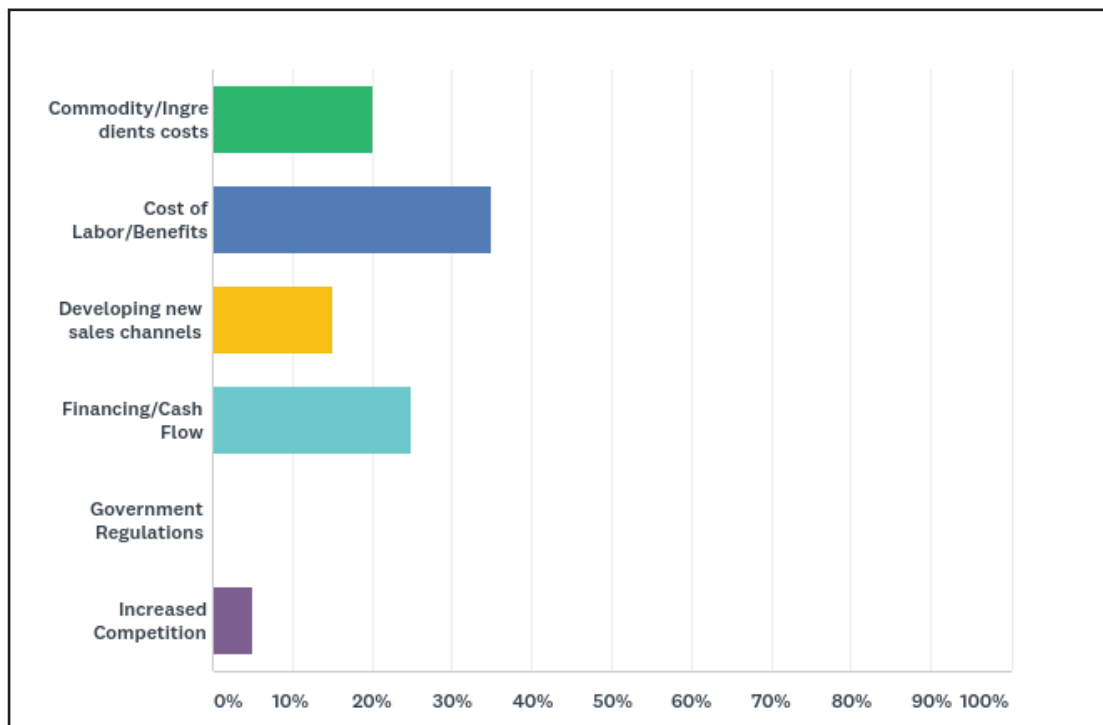
**In which areas do you expect your company to make a significant investment over the next year?
(Multiple Responses Allowed)**



**Which of the following do you anticipate in the next three years?
(Multiple Responses Allowed)**




What was your greatest overall challenge in 2018?





Anchin's Food and Beverage Industry Practice



WHY ANCHIN? FOOD AND BEVERAGE INDUSTRY PRACTICE



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Servicing a unique and important part of consumer-driven business, the firm's tailored experience and resources enable their clients to meet the unique range of legal challenges facing consumer brands such as brand and infrastructure development, raising capital, market implementation, consumer acceptance, and ultimately, selling their business.

The firm's long-established relationships with investors, manufacturers, distributors, marketing companies and other consultants and advisors, makes the Giannuzzi Group a value-added legal practice.

Since 1993, Nicholas L. Giannuzzi, the firms' managing partner has focused on the legal representation of small to mid-sized consumer products companies which have become some of the best known and most successful category leaders in the United States.

In 2010, Nick launched the Giannuzzi Group – the premiere law firm dedicated solely to guiding clients to achieving their business, brand and product development goals.



IDB Bank
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IDB Bank is a full service commercial bank chartered by the State of New York and a member of the Federal Deposit Insurance Corporation (FDIC). We offer innovative and valuable products and services that meet the diverse financial needs of our clients. The Bank specializes in U.S. Private Banking, International Private Banking, Middle Market Lending, Asset Based Lending, Commercial Real Estate Lending, Trademark Financing, Factoring, Trade and Finance (Import, Export and Standby Letters of Credit, Documentary Collections, Bankers' Acceptances)

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Propeller Industries is a CFO and accounting partner for companies that have outgrown bookkeeping but can't yet afford to hire a full-time finance team. Our approach enables clients to manage growth using a fractional team across a range of different roles and a proven set of technologies and best practices – all under one point of CFO-level accountability.

Propeller has taken clients from seed stage through exit and from \$0 to over \$100M in revenue, but we specialize in funded, consumer products, food & beverage, technology and services firms with annual revenue between \$2M and \$20M. Selected CPG clients and alumni include Krave Jerky, Sir Kensington's, Chameleon Cold Brew and Kite Hill Foods. Consumer and tech clients include Casper, Away, Giphy and TheSkimm.

Since our founding in 2008, Propeller has grown to over 125 full-time employees working from 6 US and 2 international offices. Our firm currently manages over \$1B in annual spending for several hundred clients who have raised over \$1.5B in capital from top investors.



Siddhi Shot

www.siddhishot.com



Siddhi Shot Corp. is a strategic advisory firm devoted exclusively to providing knowledge, execution and support for entrepreneurial food and beverage brands determined to achieve success in the competitive food and beverage industry landscape and the investors behind those brands that share their vision and desire to protect their investment.

Offering much-needed hard-to-find operational support to emerging and developing brands, Siddhi Shot's core brand services include:

- Internal manufacturing structure and assessment
- Evaluating and increasing operational efficiency
- Co-packing and co-manufacturing sourcing and vetting
- Sourcing of raw materials, packaging and manufacturing equipment
- Manufacturing growth strategy and planning
- Quality control
- Food safety/security auditing and compliance, including ensuring HACCP —compliance and implementing SQF protocols
- Internal operations and logistics setup and flow
- Recall and crisis management

Siddhi Shot offers ancillary brand services to accommodate the needs of any growing food business, including:

- Reporting structure and organizational hierarchy design
- Company “personality” and culture assessment and cultivation
- Strategic brand growth modeling
- Financial modeling for investment or business planning
- Contract negotiation in cooperation with legal advisor(s)
- Interim COO or VP of Manufacturing services
- Brand partner identification and cultivation

Whipstitch Capital

www.whipstitchcapital.com



Whipstitch Capital is a specialized investment bank that provides mergers & acquisitions and private placement advisory services to consumer products companies. Led by industry veterans Michael Burgmaier and Nick McCoy, Whipstitch prides itself on working with clients to make the right deals happen at the right time. We help our clients sell all or a majority of their company, raise capital from the right investor at the best-possible terms and assist companies and private equity firms with identifying and completing investments and/or acquisitions.

Our comprehensive expertise covers all aspects of M&A and capital raising. We focus on fast-growth, innovative consumer products companies in the following sectors: branded food and beverage, ingredients, food-related technology, private label manufacturers, nutritional supplements and OTC/pharma, and retail and restaurants. Whipstitch Capital's deep expertise in the healthy and active-living subsectors can't be matched. Since 2005, the Whipstitch team has completed more than 40 transactions with innovative consumer companies such as KeVita, Essentia Water, Saffron Road, Blake's All Natural Foods, Spindrift, Zola, JC's Pie Pops, Soapbox, Yasso and more.

Whipstitch is about the true consumer product and retail innovators who fight the good fight, take risks, and change how consumers think about the products and services they buy. We like to get to know companies early in their lifecycle, share what we know, provide informal advice and feedback, and bask in your success while having fun together. We love to help. We pride ourselves in straight talk and transparency—no time for BS. Let's get the job done—and done right—and enjoy some living.

Whipstitch Capital: DealDifferent™



City Harvest
www.cityharvest.org



City Harvest helped start the food rescue movement in 1982 when a group of New Yorkers saw that New York City had an abundance of excess food even while a large number of its residents struggled to feed themselves and their families. We recognized the practical purpose that this surplus food could serve if directed to New Yorkers who needed it, filling the plates of the working mom who had trouble making ends meet at month's end, the senior in the apartment upstairs living on a fixed income, or the family around the corner coping with a large and unexpected medical bill.

Today, City Harvest is New York City's largest food rescue organization, helping to feed the more than 1.2 million New Yorkers who are struggling to put meals on their tables. We will rescue 61 million pounds of food this year and deliver it, free of charge, to hundreds of food pantries, soup kitchens and other community partners across the five boroughs. Our programs help food-insecure New Yorkers access nutritious food that fits their needs and desires; increase our partners' capacity; and strengthen the local food system, building a path to a food-secure future for all New Yorkers. Learn more at cityharvest.org.

Anchin is proud to support City Harvest's *Skip Lunch Fight Hunger* initiative, which ran from May 13–17, 2019. *Skip Lunch Fight Hunger* is City Harvest's annual spring fundraising campaign that asks New Yorkers to donate what they normally spend on lunch to help fight childhood hunger in New York City. During the summer, access to free school meals may become limited, adding strain to families who already struggle to put food on the table. Funds raised through Skip Lunch Fight Hunger help City Harvest to meet this need for emergency food. Learn more at cityharvest.org/skiplunch.

Attending Companies & Exhibitors

AccelFoods	Hoboken Farms	Remedy Organics
Albertsons Companies	Jar Goods	Rise Brewing
Ample Hills Creamery	JMK Consumer Growth Partners	Satur Farms
Aripack	JUST Water	Sea Breeze Syrups
AUA Private Equity Partners	Katzman Produce	Simply Gum
Big Geyser	Kidfresh	Smart Flour
Bio Botanica	Levels Provisions	Sound Sparkling Tea
Bran-Zan Holdings LLC /	Lion Tea	Sunrise Sun-Ripened Tomatoes
Chef LMT Foods	Love Corn	Sweet Origins
Carrington Tea Company	Madécasse Chocolate & Vanilla	The Chaat Co
Castella Imports	Mansi Premium Calamansi	The Healthy Crop
CAVU Venture Partners	Michel et Augustin	The Institute of Culinary
Chloe's Soft Serve Fruit	Mike's Hot Honey	Education
Chobani Incubator	Monfefo	The Splendid Spoon
Coefficient capital	Morre-Tec Industries	Tom Cat Bakery, Inc
Daily Gem	Nassau Candy Distributors	Tumbador Chocolate /
Enlightened Ice Cream /	NGEN Partners	Theobroma Chocolates
Beyond Better Foods	Nounos Creamery	White Coffee Corp
Feel Good Foods	NüMilk	YummyEarth
Food+Tech Connect	Oasis Snacks	
Golden Krust	Oatlyand many more!
Gourmet Nut	PetPlate	
GreenSeed	Preferred Brands International/	
Healthy Mom LLC / Maia Yogurt	Tasty Bite	
HFactor Water	Q Drinks	



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