



People have sought “longevity” since at least 500 B.C. and today’s marketplace is filled with pills and supplements promising to defy aging. The Blue Zones’ Power 9® principles, however, focus on moving naturally, having purpose, relationships, rest, and eating wisely. Blue Zones Kitchen exists to make the easy choice a better choice when food prep time is limited. Beyond the convenience of a prepared meal, Blue Zones Kitchen meals are nutritious and uphold Blue Zones Food Guidelines with only whole, plant-based ingredients.

Coined by award-winning journalist Dan Buettner, Blue Zones are regions around the world with the longest- and healthiest-living people. Buettner, along with National Geographic and a team of researchers, identified and studied regions that were inhabited by the highest proportion of healthy, active centenarians. These Blue Zones were then documented in Buettner’s NY Times bestseller in 2008. Since then, Buettner has published numerous books and been a mainstay on news, podcasts, and lecture circuits around healthy living and longevity. In August 2023, Netflix first aired Live to 100: Secrets of the Blue Zones, which was hosted by Buettner and showcased Blue Zones globally. Live to 100 became one of the top documentary series in 35 countries, led to three Emmys, and further boosted awareness of the Blue Zones brand.

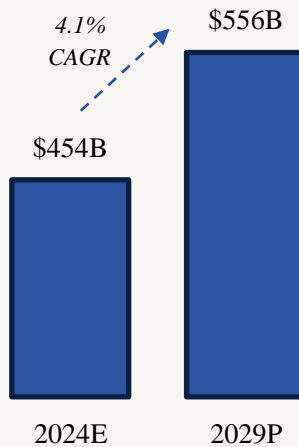
Based on the Blue Zones principals and research, the CPG brand Blue Zones Kitchen (“BZK” or the “Company”) launched in September 2023. Less than a year in, the current lineup of four Blue Zones Kitchen frozen entrees can be found in **over 1,000 grocery stores**, including in Whole Foods nationwide, Wegmans, and Meijer. Meals are carefully crafted with chef-made sauces and high-quality ingredients with a focus on both nutrition and taste, because, as Dan says, “*the most important ingredient for longevity is taste!*” As a testament to their quality, BZK’s four SKUs currently occupy **the #1, #2, #4, and #7 spots** in the branded meatless and veg-based single-serve meals by sell-through dollars. **Strong brand awareness, delicious chef-created meals, and an increasing interest in clean-ingredient food** are driving BZK’s velocities to the top positions across U.S. Grocery. In addition to impressive velocities and continued distribution gains, the Company is launching new SKUs in the frozen entrée and frozen breakfast categories in the second half of 2024.

## Market

Driven by health-conscious consumers, the frozen food aisle is undergoing a transformation – no longer the bland, salt- and preservative-filled, unsatisfying meals, brands are offering frozen meals that are nutritious, flavorful, and fulfilling. In particular, frozen food brands are embracing clean ingredient labels and whole foods.

Premium frozen food in particular is an area of significant growth, driven by consumers seeking convenient options that are also high-quality and nutritious. Advanced freezing technology allows for restaurant-quality meals at home, appealing to busy individuals and food enthusiasts. Finally, the desire to explore global flavors is influencing frozen foods, with options like Mexican, Asian, and Indian cuisines. These trends collectively paint a picture of a dynamic frozen food market catering to a variety of consumer preferences.

Frozen Food Market Size



Sources: Nielsen; Total Grocery Dollar Velocity for Branded Meatless Single-Serve Entrees as of the 4 weeks ended May 25, 2024 (78 total SKUs); American Frozen Food Institute: The Latest Trends in the Frozen Food Industry: Embracing Better-for-You, Internationally Inspired, and Premium Offerings; Mordor Intelligence: Frozen Food Market Size & Share Analysis

1) Proprietary Study: Russell Research, September 2023, n=1,325

**2008**  
BRAND ESTABLISHED

**2022**  
COMPANY FOUNDED

**\$3.0M**  
2024E NET SALES

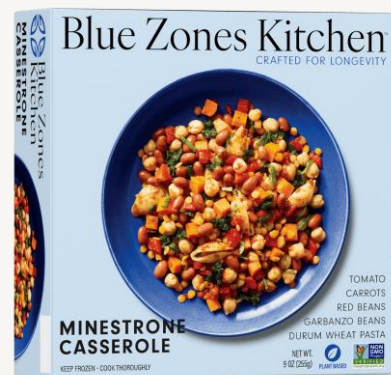
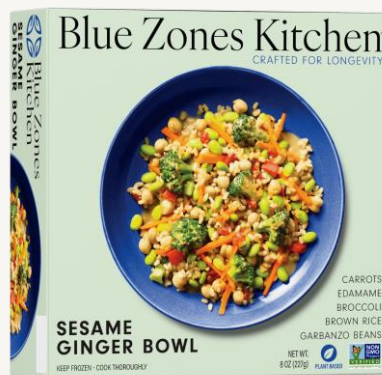
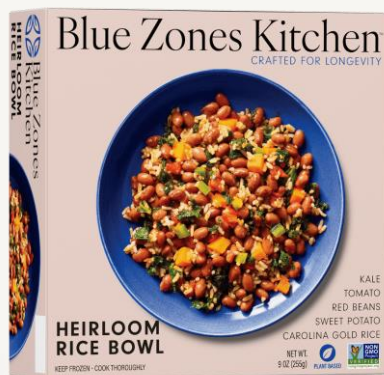
**4**  
SKUs

**1,000+**  
DOORS IN FIRST  
TEN MONTHS

**18%**  
BRAND AWARENESS  
AMONG TARGET  
CONSUMER<sup>1</sup>

**19 YEARS**  
AVERAGE MGMT. TEAM  
FOOD INDUSTRY  
EXPERIENCE

**>2,500 YEARS**  
YEARS “LONGEVITY”  
HAVE BEEN SOUGHT



## Investment Highlights

### ENORMOUS BRAND EQUITY HALO EFFECT

Blue Zones' popularity through books, documentaries, and media appearances has created a strong foundation for the Blue Zones Kitchen brand. The recent Netflix series "Live to 100" topping charts in 35 countries has further amplified brand recognition.

### CLEAN-LABEL APPEAL & EXCELLENT PRODUCT QUALITY

The focus on whole, plant-based ingredients aligns with the growing consumer demand for clean-label and nutritious meals. BZK's meals pair chef-curated recipes with directly sourced high-quality ingredients and convenience.

### SCIENTIFIC FOUNDATION

Rooted in the Blue Zones research and Power 9@ principles, Blue Zones Kitchen offers a unique selling proposition beyond just convenience. Consumers are increasingly seeking food options that promote well-being.

### FIRST-MOVER ADVANTAGE

Blue Zones Kitchen is leveraging its brand recognition and first-mover advantage in the longevity food space to gain distribution and sales. With no other brand owning longevity as a category, BZK is strongly positioned to do just that.

### LEADING SALES VELOCITY

Strong consumer demand is already evident, with products ranking **#1, #2, #4, and #7**. In Whole Foods, BZK is averaging \$33 in sales and 4.8 units sold per store per week per SKU. This momentum is already leading to additional distribution and permission to launch additional SKUs.

### HIGHLY EXPERIENCED LEADERSHIP TEAM

Blue Zones Kitchen benefits from a recognized, proven founding and leadership team that includes best-selling author Dan Buettner and Vital Farms founder Matt O'Hayer. The team has an average of 20 years of experience each in the food industry.

## Current Distribution



## Total Grocery Dollar Velocity

#	Top 8 SKUs	\$ Velocity
1	BZK Sesame Ginger Bowl	\$32.65
2	BZK Burrito Bowl	\$31.61
3	Brand A #3 SKU	\$27.40
4	BZK Heirloom Rice Bowl	\$26.03
5	Brand A #5 SKU	\$25.83
6	Brand B #6 SKU	\$24.61
7	BZK Minestrone Casserole	\$23.81
8	Brand A #8 SKU	\$22.41

# Growth Opportunities

## RETAIL DISTRIBUTION



With only 1,000 stores currently carrying Blue Zones Kitchen products, there is a vast opportunity for expansion in the U.S. market. Over 25,000 grocery stores nationwide could benefit from offering these longevity-focused meals.

## CONSUMER ENGAGEMENT



To “live a longer, healthier life” is the top reason among proactive health consumers when asked why health has become more important. Blue Zones are already synonymous with longevity and healthy living, perfectly aligning to this sentiment.

## PRODUCT PIPELINE



With four initial meals expected to double by 2025, BZK can expand its portfolio to meet growing consumer demand for variety. Beyond frozen entrees, the Company has the potential to market a wider range of foods and beverages in the future.

## E-COMMERCE



Blue Zones Kitchen leverages shopper marketing to succeed among digital grocery shoppers including Instacart and Whole Foods/Amazon media. Potential future shelf-stable items would further expand e-commerce sales.

## INTERNATIONAL EXPANSION



Leveraging its established global brand presence, the Company is strongly positioned to capitalize on the universality of human desire for a longer, healthier life. The recent Netflix documentary's success in 35 countries underscores the international appeal of the Blue Zones philosophy.

## ADDITIONAL OPPORTUNITIES



Blue Zones Kitchen can expand distribution beyond grocery stores with pre-packaged meals targeting busy consumers at work, school, and cafés. Branded partnerships with QSRs and future BZK outlets could also allow the Company to access a wider audience.

Source: NielsenIQ Global Health & Wellness Study of 17 markets, September 2021, US Results

# Leadership Team



**SCOTT MARCUS**  
Co-Founder & CEO



**ABBY COLEMAN**  
COO



**MATT O'HAYER**  
Co-Founder



**DAN BUETTNER**  
Co-Founder

# Opportunity

Blue Zones Kitchen, a pioneering force in the burgeoning longevity food market, is positioned to disrupt the industry with its differentiated, traction-gaining brand and products. Leveraging this early success, the Company is seeking \$20-30M in Series A funding to fuel continued growth and capitalize on the massive market opportunity within the longevity food space.

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**RISK FACTORS** Blue Zones Kitchen's business is largely dependent on U.S. and global frozen food markets, which can be volatile and affected by external conditions. Business operations, financial outcomes, and investor returns could be adversely impacted by future economic conditions, public policy, and the Company's ability to expand operations, launch new offerings, and attract and retain employees and management. Past success does not guarantee future success or achievement of financial projections. Fundamental data and forecasts supplied by management. Such projections may not be realized. Any investment in the Company will be priced solely between the Company and an investor. This is a private, illiquid investment. Any investor must be able and willing to tolerate lack of liquidity and a long-term, or potentially indefinite, time horizon with regard to an investment in the Company with no assurance as to if and when an investor will realize a return of or on an investment in the Company.

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