

CLEAN  
KITCHEN  
*club*

**CLEAN LIVING.**  
**CLEAN CONSCIENCE.**  
**CLEAN KITCHEN.**

**INVESTMENT DECK**

2022





## WHO WE ARE

UK's leading plant-based QSR brand  
disrupting the alternative protein  
food market

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### Clean Kitchen is not only food, but a lifestyle

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01 Quick, easy and clean food that is accessible

02 100% plant-based menu targeted at vegans & flexitarians

03 Fast-casual dining with multiple formats (eat-in / take-away / delivery)

04 Exceptional, fast service

05 Strong community with 100K+ followers across our platforms

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## EXECUTING FAST

# Loved by customers with loyal fan following



4.8 rating on Deliveroo and Uber Eats with 500+ reviews on both



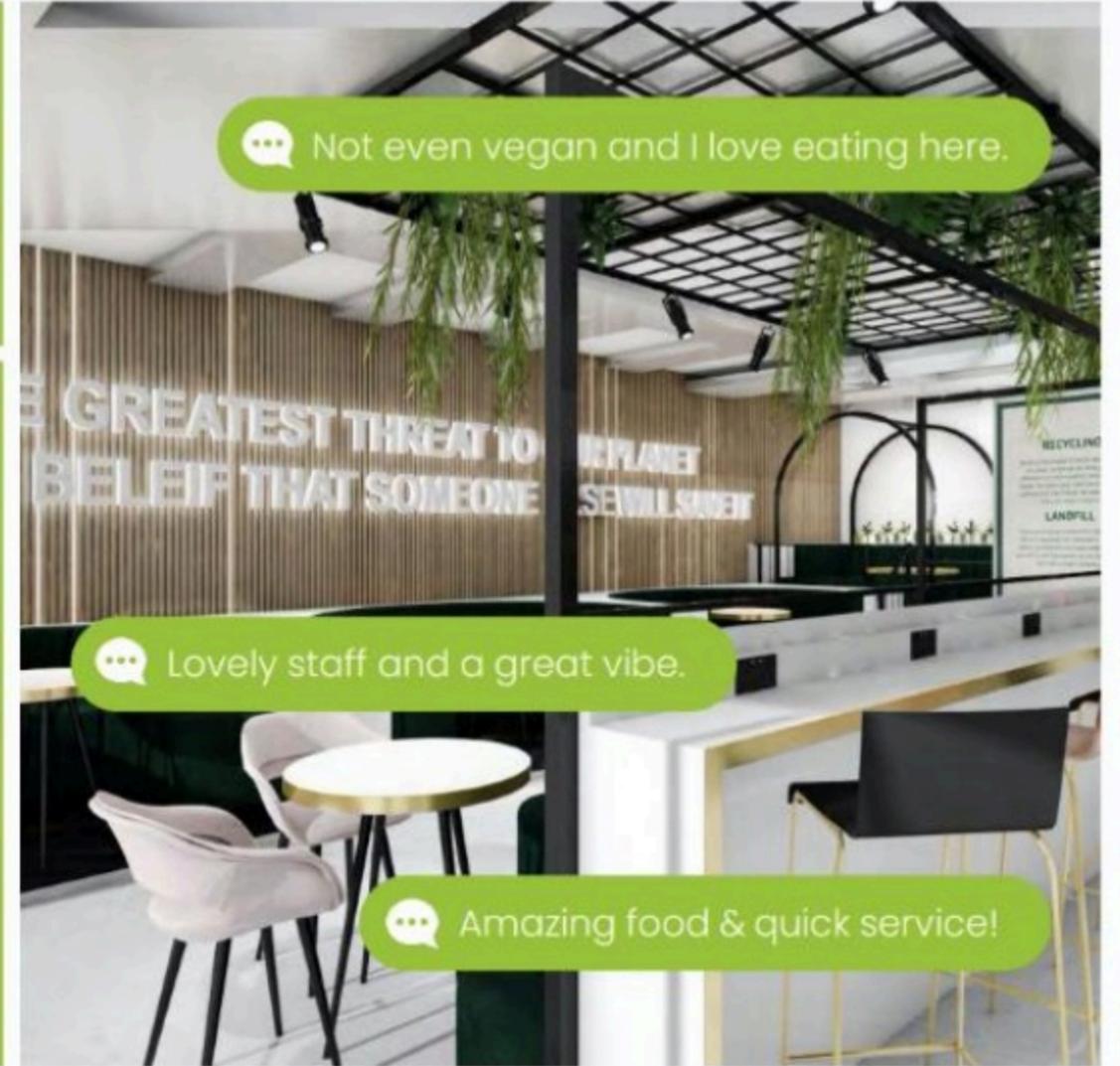
Went above and beyond, if visiting London is a must visit vegan food place!



Been a meat eater most of my life... and I can honestly say, this food is unreal!! The Chicken Nuggets are out of this world! And don't even get me started on the burgers.



The absolute best vegan place!! I'm not even vegan and the food was spectacular! Burgers and fries were amazing. Great vibe, great place to be!!



# Enormous success with new site launch

Proven to drive a large crowd, as well as consumers into store



**500**  
people attended

**Thousands**  
of weekly orders



**4k**  
profit week one



Delightful duo: Michael Pearce and Verity Bowditch looked delighted at the launch of their new vegan restaurant



## EXECUTING FAST

# Loved by customers with loyal fan following

We have managed to **build the leading player in the plant-based world with virtually zero marketing spend**, successfully utilizing the personal brands and marketing expertise to drive word-of-mouth sharing and brand love



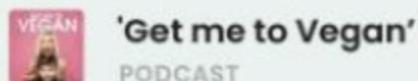
**#1 most followed** on Tik Tok  
plant-based brand  
**1.8M views** in the last 30 days

**60.2k** followers



fun vlogs and educational  
content that around  
sustainability and the plant  
based world

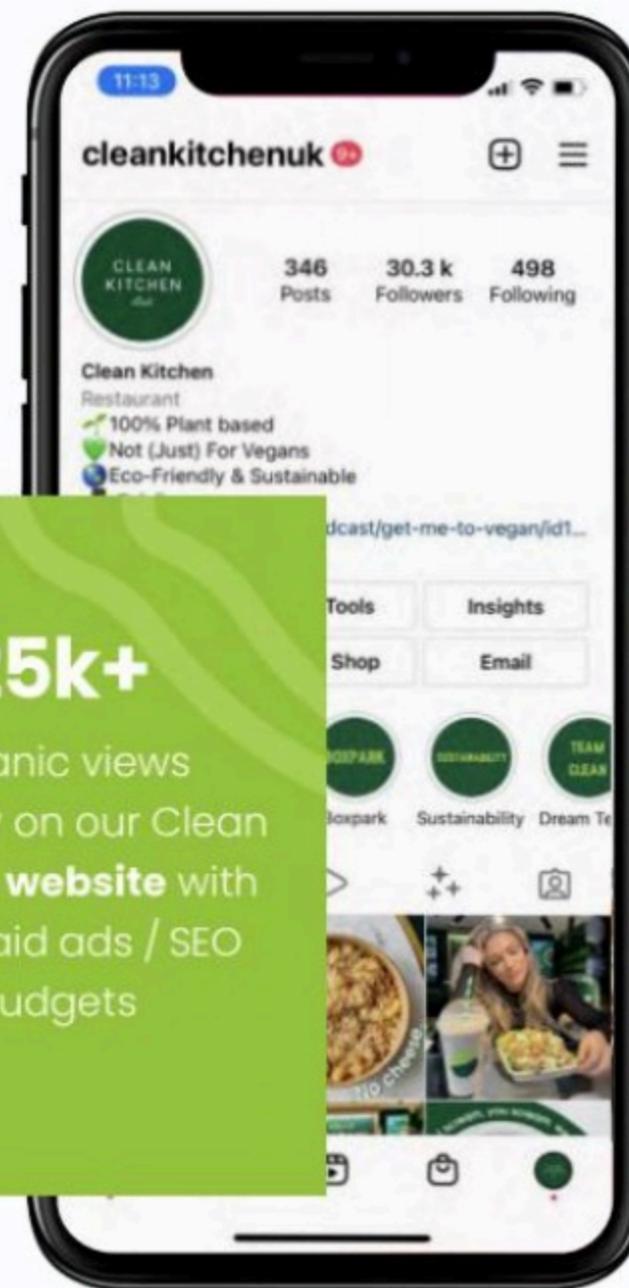
**368k+** subscribers



Aims to entertain, inspire and  
educate people on our  
business and plant based  
industry.

**#13** on the podcast business  
charts upon launch

**10k+** weekly audience



## HOW WE ARE DIFFERENT

# Our magic sauce



### Exceptional menu

Offering a range of creative grab and go classic including our plant-based takes on a Caesar Baguette, Meatball wrap, and a burger-focused delivery menu



### Unique food tech portfolio

Going beyond QSR to build our own range of proprietary plant based products sauces to meat substitutes



### Sustainability at the core of the brand

Bringing excitement to sustainability with numerous successful sustainability initiatives, allowing us to become the first restaurant to introduce carbon labelling to our menu, and commitment to becoming carbon neutral. We plan to achieve B Corp by 2023



## WHY OUR VISION WORKS

QSRs will become a key part of the alternative protein growth story: it can deliver high volume & play an important role in reaching new consumers

To date, there are no truly vegan & popular plant-based QSR brands that resonate with the consumer

Clean Kitchen has all the fundamentals to take plant-based products mainstream

## Best-in class team of visionaries with proven track record

Founding team's diverse background and expertise puts us in a strong position to execute growth and operational plan to win the niche



### Mikey Pearce

FOUNDER & CEO

**The visionary behind the brand**, Mike started his career in the hospitality industry, later building brands on social media and amassing a combined following of over 800k on social channels



### Chase Hunter

OPERATIONS DIRECTOR

Proven track record in hospitality, having **owned and operated a total of 15 venues over the past 10 years**



### Verity Bowditch

CO-FOUNDER & HEAD OF SUSTAINABILITY

**British TV personality (Made In Chelsea)** with a deep rooted passion for nature and conservation; qualified pilates teacher



### Grace Beverley

INVESTOR & BOARD ADVISOR

Natwest GBEA Young Entrepreneur of the Year and **founder of two brands** that are paving the way in D2C fitness concepts. Grace was named **first in Forbes 30 under 30's** retail and e-commerce list, aged twenty-three.



### Nolan Spratt

OPERATIONS DIRECTOR

Highly motivated, results-oriented, and highly competent professional, with years of demonstrated success facilitating initiatives that garner consistent top quartile results for multi-faceted venues across multiple sites.

# MENU



£10.5

**Classic Clean**  
Miami Original Patty, Vegan Cheese, Lettuce, Tomato, Gherkins and our Signature Clean Sauce.

Make it a meal \$14  
Add 'bacon' \$1



£9.5

**BBQ**  
Miami Original Patty, Classic Coleslaw, BBQ Sauce, Vegan Cheese, Lettuce, Tomato, Gherkins.

Make it a meal \$14



£8.5

**Chick'n Satay**  
Our Signature Crispy Chick'n, Homemade Satay Sauce, Asian Slaw and Lettuce served in a Pink Beetroot Bun.

Make it a meal \$14



£10

**Truffle Mayo**  
Our Signature Crispy Chick'n, Truffle Oil infused Vegan Mayonnaise and Rocket served in a Pink Beetroot Bun.

Make it a meal \$16



£8.5

**Chick'n Mayo**  
Our Signature Crispy Chick'n, Vegan Mayonnaise and Lettuce served in a Pink Beetroot Bun.

Make it a meal \$14



£8.5

**Fishless Fish Finger**  
Our Signature Fishless Fish Fingers, Vegan Tartare Sauce, Ketchup, Sugar Snap Peas and Lettuce.

Make it a meal \$14

## SIDES

Chick'n Nuggets	\$5.50
House Fries	\$3.50
Sweet Potato Fries	\$4.50
Truffle Fries	\$5.50
Loaded Sweet	\$5.50
Potato Fries	\$5.50
Loaded Fries	\$5.50
Fishless Fish Fingers	\$6.50
Mac 'n' Cheeze	\$6.50



# CLEAN-ER MENU

## AÇAÍ £8

**Summer Fling Bowl**

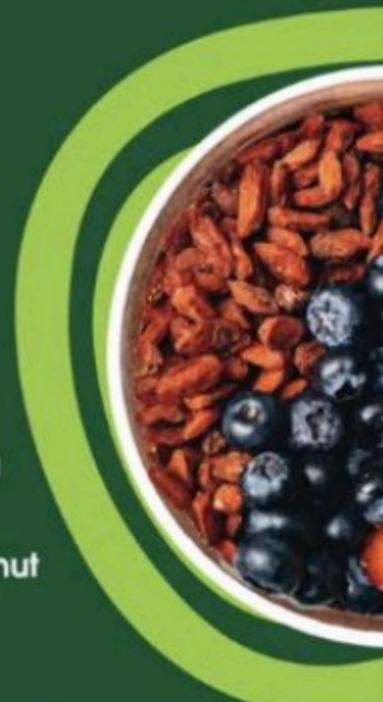
Topped with tropical fruit

**Berry Clean Bowl**

Fresh Mixed Berries Topping

**Can't Be Tamed Bowl**

Topped with granola, coconut shavings, and fresh fruit



## SMOOTHIES £6

**Berry-oncé Smoothie**

Dark Goji Berries, Pineapple, Mango, Banana, Coconut Milk

**Green n' Lean**

Banana, Pineapple, Spinach, Superfood Greens Powder, Apple Juice

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# SANDWICH BAR



## BAGUETTES £7

**Katsu**

Chick'n Fillet, Clean Katsu Sauce

**Meatless Meatball**

With Clean tapenade, Crispy Onions, & Olive Salsa

**Clean BLT**

With 'Bacon' & Clean Mustard Mayo



## BAGELS £6

**Salmon & Cream Cheese Bagel**

With Plant-based Salmon & Creamy, Cruelty-Free Cream Cheese

**Better-For-You Bacon Bap**

With 'Bacon', Rocket, & Ketchup

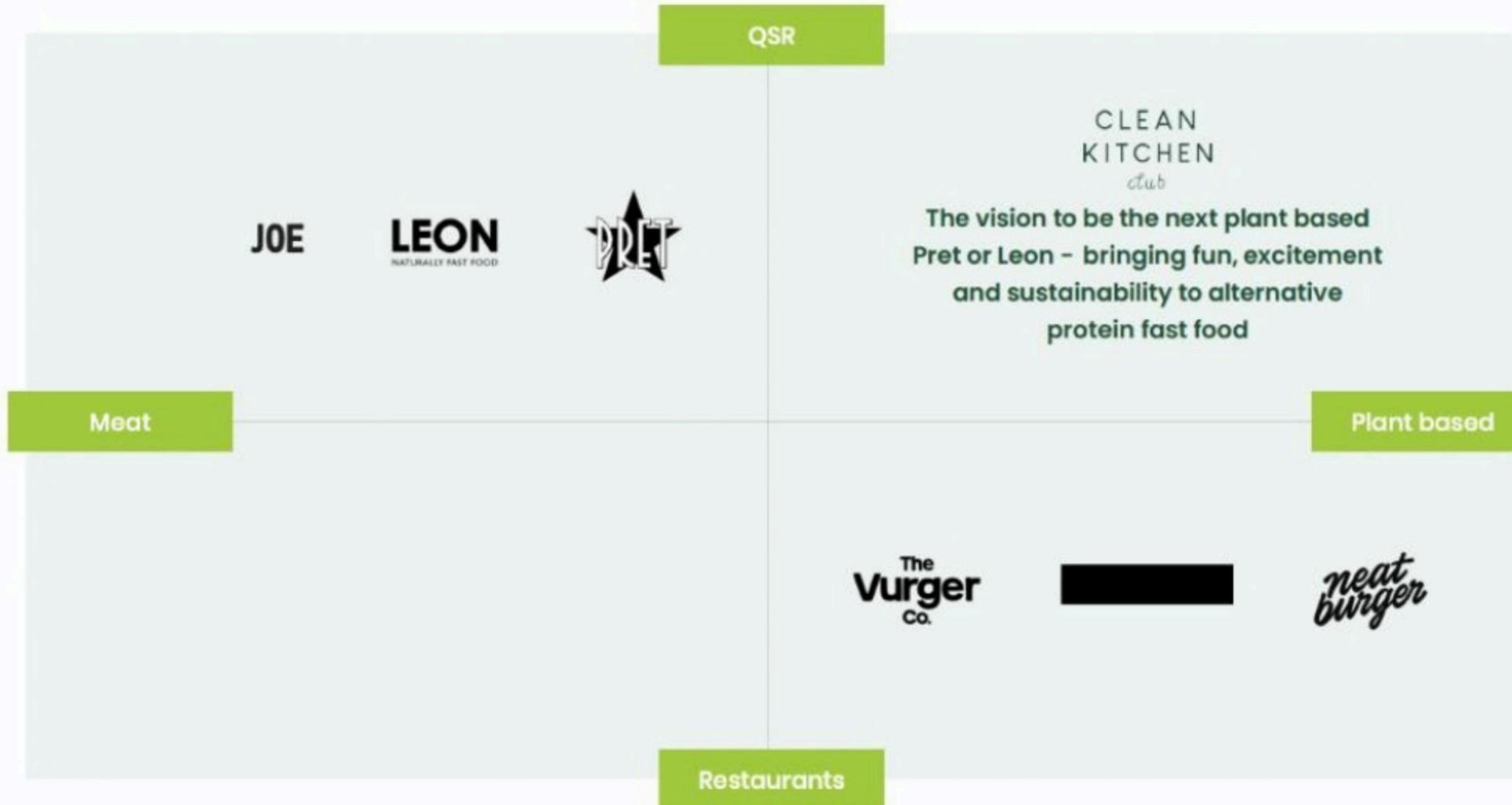
**Sausy Sausage Bap**

With 'Sausage', Caramelised Onions, & Ketchup



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# Unique competitive advantage



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**Our differentiated innovation will be crucial to sustainable growth** ✓

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- 01 Plant-based brand that resonates
  - 02 Creative menus and own range of plant-based products
  - 03 Built from ground up with the focus on sustainability
  - 04 Excelling at multiple dining formats (delivery / grab & go / dine-in)
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# Market expansion strategy



# Site building pipeline





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