

**Pure organic.**

**Great taste.**

**For you!**

LITTLE  
LUNCH

# Our Vision

**We make people feel better**

by changing the understanding of convenience  
food from “quick and dirty” into “easy and healthy”  
with sustainable attributes.

# Our Mission

**Pure organic. Great taste. For you!**

We develop and offer convenience products with purely organic ingredients and no preservatives. Doing this **we focus** on a **great taste of classical and innovative recipes** for people who share our mind set of a healthy and environmental friendly lifestyle.

So Good!

LITTLE LUNCH

# This is Little Lunch

From the idea to a strong brand

Based on the idea to pull organic products out of the niche market into the mass market we created the Little Lunch organic soup - **an high quality organic product which is affordable to mostly anyone.**

First the customer proposition was simple: **feeling better by having the better lunch opportunity to unhealthy junk food.** Following our mind set we integrated our customer oriented and sustainable thinking to our product development and enlarged this proposition more and more.

This year we've entered the market for pasta sauce and meal makers. Looking forward we plan to add a next category to level up our new defined **easy to use food with great taste and enjoyment with good conscience.**



organic products with  
great taste



high quality at a  
affordable price



sustainable packaging  
and shipping



feedback driven product  
development



customer care  
with love

# Product portfolio

Purely organic ingredients and great taste in all categories

## soups & stews



new



new



new

## sauces

new



## stocks



## broths



new

# Executive Summary

## Why invest?

- **Traction** // Strong CAGR of 42% since the start in 2015- 2020.
- **Market leader** // shelf stable organic soup market in DACH<sup>1</sup>.
- **Huge market potential** // Convenience food which fits to the fast paced and in the same time healthy and sustainable lifestyle is not longer a niche movement - based on a change in society thinking it's a fast growing \$bn market.
- **Successful first mover** // Little Lunch is category definer for shelf stable organic soups in DACH.
- **Team** // 28 people based in Augsburg led by an experienced head team which has been working together since four years.
- **Strong e-commerce competence** // Inhouse developers, user experience and performance marketing specialists increase the own online shop business year over year.
- **Established retail distribution** // Little Lunch is permanently available in 74%<sup>2</sup> of all german supermarkets, drugstores and cash & carry markets.

1) DACH: Germany, Austria, Switzerland

2) Nielsen Handelspanel 2020



# Strong e-commerce competence

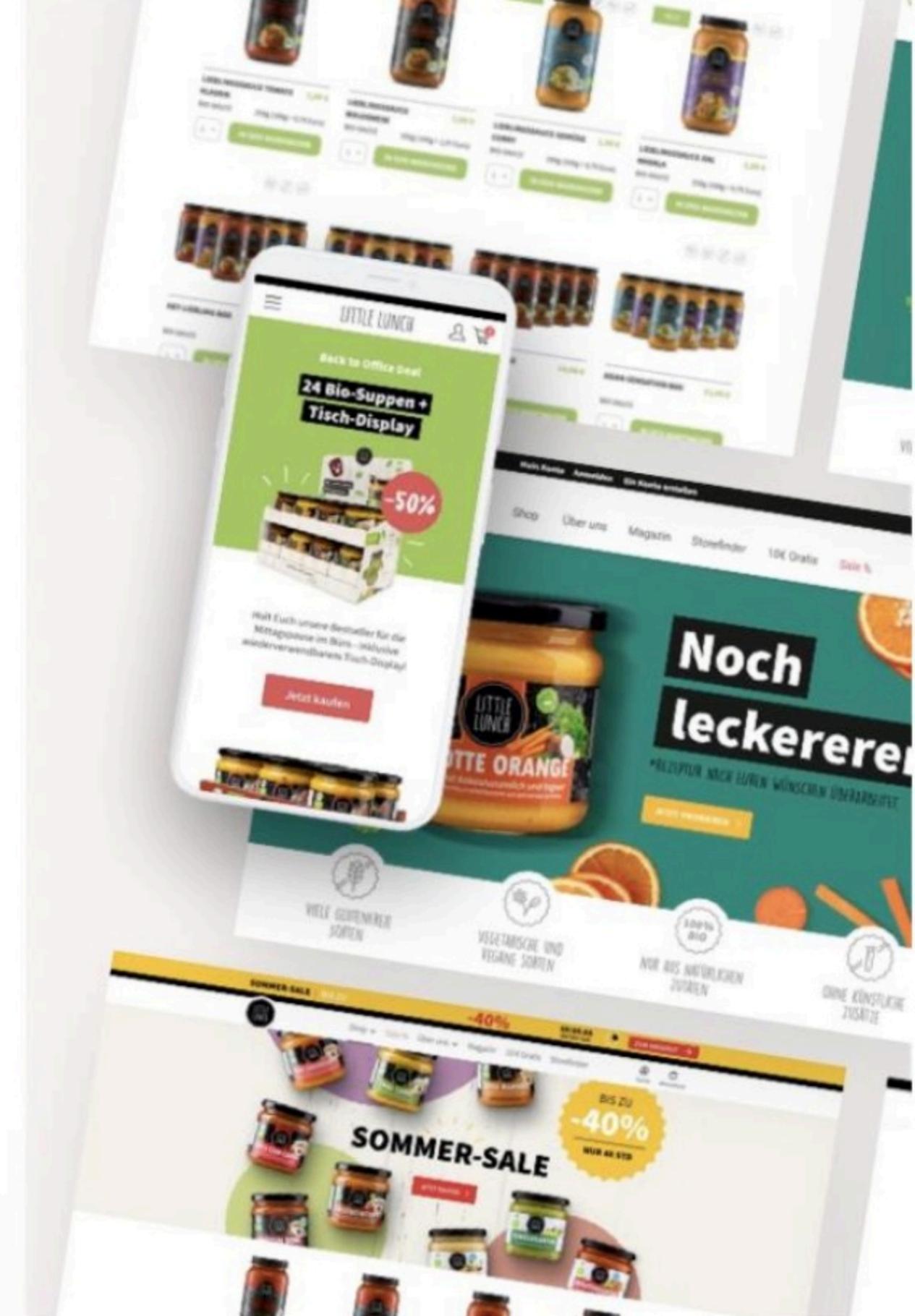
Little Lunch is more digital then the most competitors

**Multichannel:** the Little Lunch online shop is a growing part of the revenue

**Product development:** the direct feedback from customers helps us creating new products super fast and with a max chance of success

**Customer insights:** independent from Nielsen-Data, our B2C business provides a lot of important customer data

**Know-how:** Inhouse developers, user experience and performance marketing specialists



# Market leader

Little Lunch has become market leader in only three years



**56%**

Market share soups 2020

**Market definition:** Nielsen Handelspanel 2020/ Revenue Soups & Stews Retail + Drugstore without Discount, Food Service and Online.

# Huge future market

Fast growing markets for Little Lunch's future activities



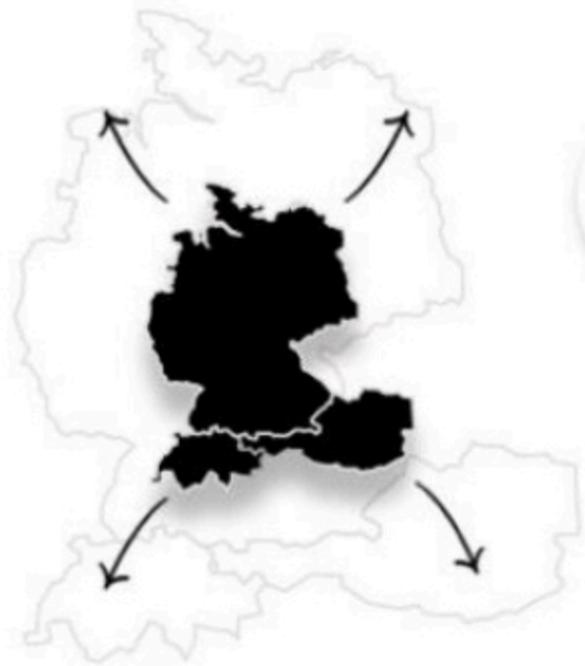
**Market definition:** Nielsen Handelspanel 2019/ Revenue Pasta Sauces and Meal Makers without Discount, Food Service and Online.

# Growth Strategy

Multiple untapped opportunities

**A**

Reaching full potential  
in DACH



+

**B**

Expanding geographic  
footprint to Europe



+

**C**

Product line  
extensions



+

**D**

.. and entering  
new categories



# Business model

## External



### Scalability

Outsourcing of manufacturing, Logistics and field sales is the enabler for a fast scalability of our business

## Core business (internal)



### Control

Own the departments of our core business gives us the power and control for continuous and sustainable growth

## Sales channel



### Access

The combination of a strong retail network and own distribution channels gives us access to a broad market and important customer feedback



# Love brand

Highly satisfied customer celebrate the brand online and offline

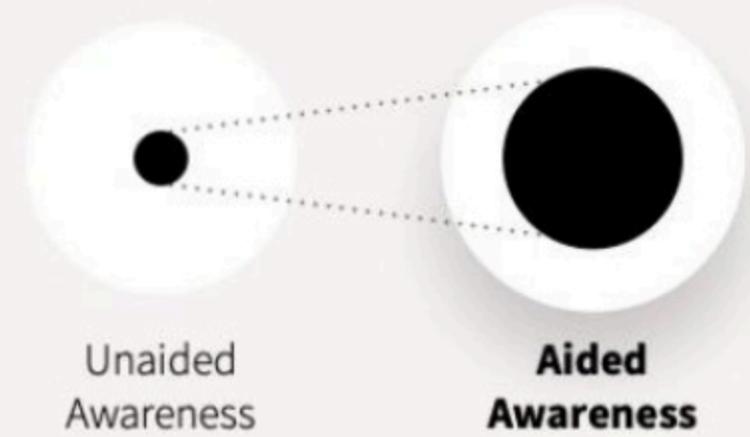
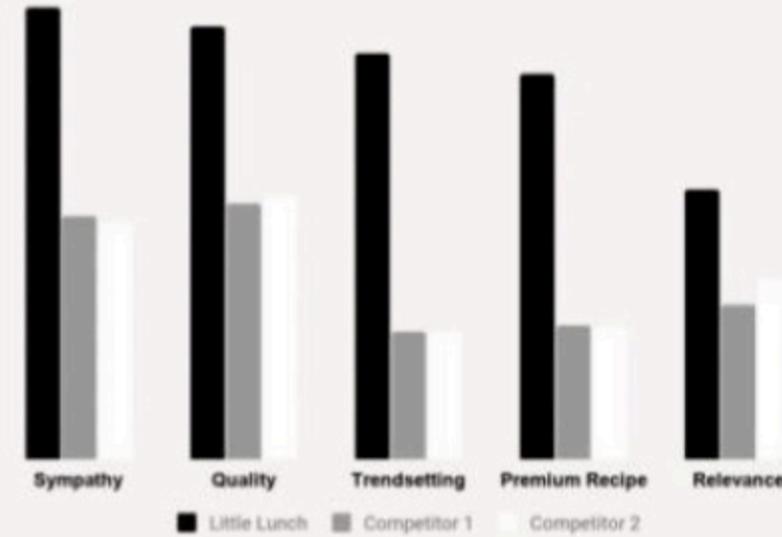


- 
71 k
Facebook Fans  
YoY + 34%
- 
60 k
Pinterest Users Monthly  
YoY + 1400%
- 
49 k
Instagram Follower  
YoY + 43%



# Strong image

People who know the brand connect Little Lunch with a **higher quality and an exceptional sympathy** than main competitors.



- 

**TOP BRAND 2018**  
*shelf-stable soups and stews*
- 

**Product of the year 2017**  
*soups and smoothies*
- 

**Fastest Growing eCommerce Company 2017**
- 

**Tasty Award 2019**  
*Category Convenience*
- 

**German Brand Award 2020**

Source: Innofact AG Brand Awareness Study December 2018.

# Broad and enthusiastic customer base



## **The Conscious**

Housewife, best ager, adult Children, buy only organic products



## **The Working Mom**

Married mother, mid ager, employee, likes to cook for her family



## **The Single**

Outdoor lover, mid ager, employee, does a lot of sports



## **The Trendsetter**

Younger woman, close to complete her studies, has an own lifestyle blog

## **It's not just a millennial business -**

Little Lunch fits for a new society thinking. Our customers are consciously living people from a broad range of ages and living cultures.

## **Shared mind set**

healthy living, buy organic products, environmentally friendly

## **Core socio-demographics**

70% women, 30% men 25-49 years, working, middle to higher education, medium to higher household net



# Sustainability

## Product

- purely organic ingredients
- mainly vegan and gluten free
- healthy recipes (no added sugar, no preservatives, no bad fat)



## Packaging

- trying to avoid plastic
- over 95% recyclable packaging
- no food waste policy (e.g. corporation with sir plus)



## Environment

- zero carbon footprint from 2021
- carbone free shipping with DHL GoGreen
- Partnership with plant for the planet



## Social responsibility

- local community charity
- cooperation with Tafel Deutschland
- regular collaborations with SOS Kinderdörfern



# Team

An experienced head team which has been working together since four years



**Denis Gibisch**

CEO | Founder



**Daniel Gibisch**

CEO | Founder



Head of Brand & Marketing



Head of Sales



Head of Operations



Head of Product



Head of Finance

## Company facts

Founded: **2014**

Employees: **28**

Shareholder: **6**

Office area: **600 sq m**

Based in: **Augsburg  
Germany**

A photograph of two men standing outdoors in a park-like setting. The man on the left is bald with a full beard and is wearing a dark blue button-down shirt, with his arms crossed. The man on the right has short hair and a beard, wearing a dark plaid button-down shirt. Both are smiling broadly. A white rectangular box with the text 'Thank you!' is centered over the image.

**Thank you!**