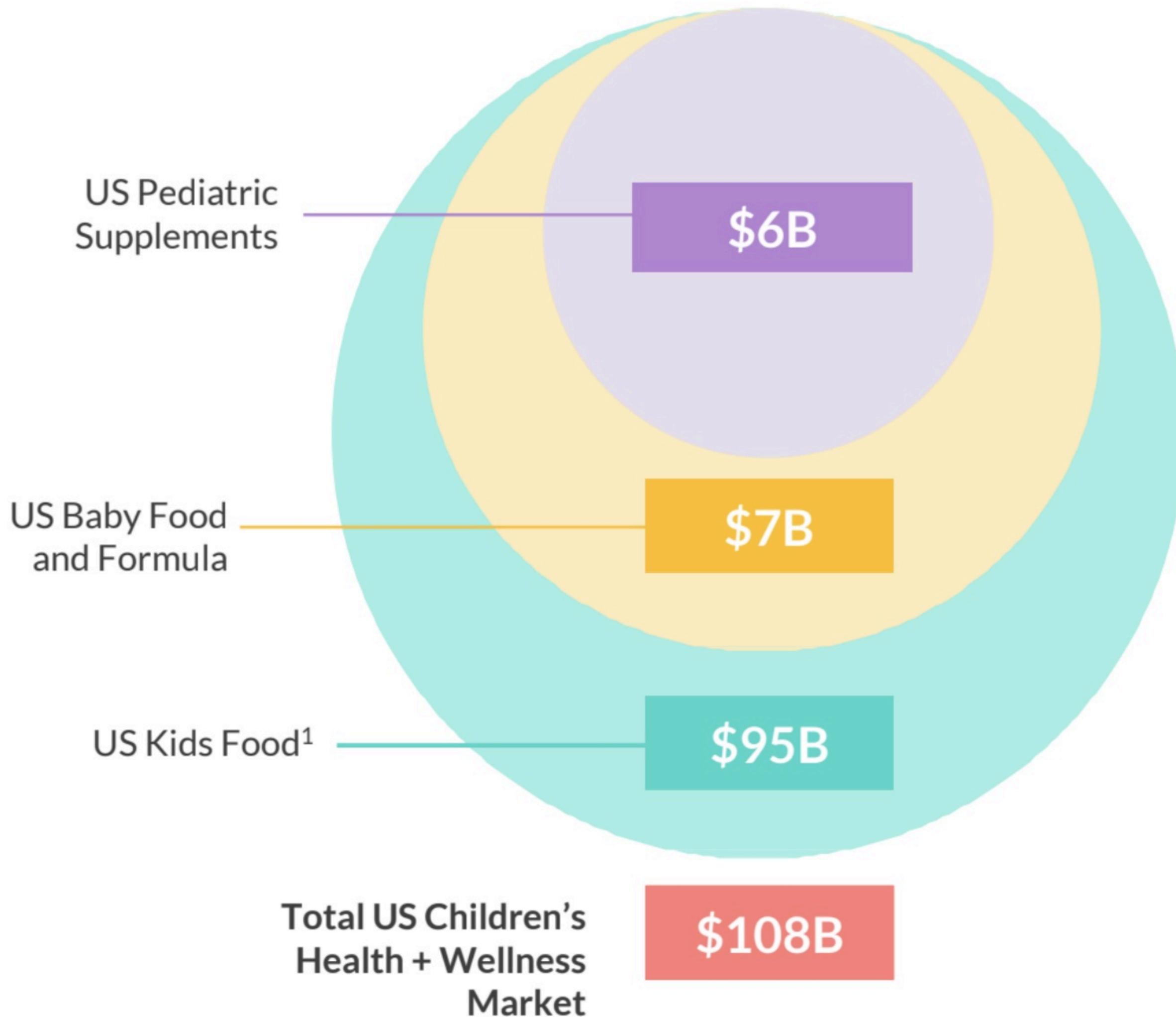


This millennial generation has disrupted multiple billion dollar industries with new brands and products that better speak to

***their unique needs.***



We provide smart nutrition solutions that are high quality and affordable while supporting our customers with the trusted resources & community they need to be parents.

## FOOD & NUTRITION



## NATURAL REMEDIES



## VITAMINS





## BABY BLENDS

Fresh, organic blends for your baby's first bites to toddler years, for \$3/blend:

- Fresh, 80+ organic, fresh ingredients blended for healthy development
- USDA Certified Organic and Non-GMO Project Verified
- Meals are ready-to-eat and delivered to you



## PLATES

*Launching post-Series A*

Balanced meals containing protein, vegetables, healthy fats and superfoods for toddlers and big kids, starting at under \$5/meal.

- Delivered to you and ready-to-heat and heat in under two minutes
- Hidden veggies make it easy to feed kids nutritiously

Perfect  
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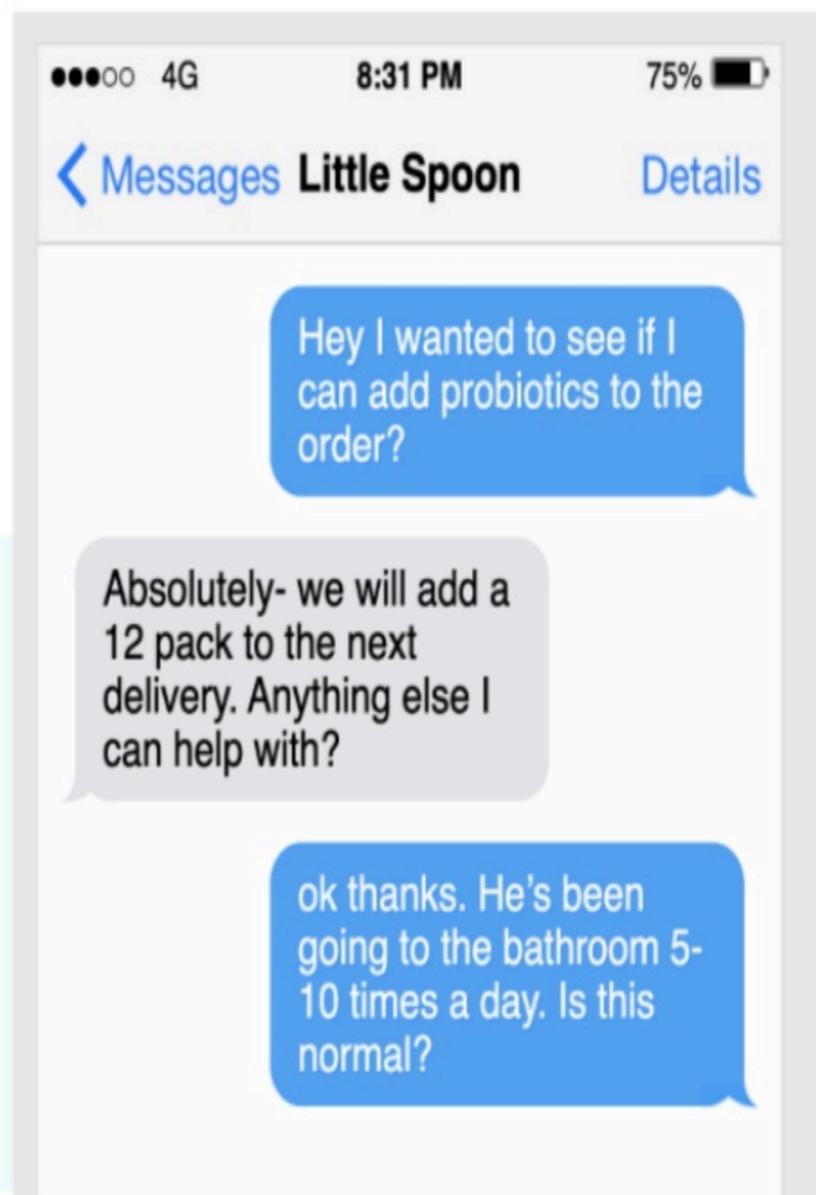
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Poopie Power

*The secret to our growth has been our community.*

It started with our customer service team of caretakers, who make themselves available 24/7 by text for any questions—even the ones that go way beyond nutrition.



## The New York Times

### Is Customer Service the New Therapy?

That is often the case with the organic baby food company Little Spoon. The employees on its customer care team are parents themselves, and “we encourage them to relate to and share with our customers,” said Lisa Barnett, the company’s co-founder. The chat or text conversations frequently shift from “Where’s my order?” to “topics they didn’t want to ask their friends, families or partners about, but it’s a lot easier when you’re talking to someone who’s anonymous but can relate,” she said.

“We had a woman open up about feeling she made

These conversations inspired the launch of our content platform, ***Is This Normal***, which helps our community get answers to raw, honest questions they have about parenthood.

### SOME OF OUR COLLABORATORS...



**Maren Morris**  
Singer-songwriter



**Brandi Sellarz-Jackson**  
Founder & Doula



**Mara Schiavocampo**  
Journalist & Reporter



**Deepika Chopra**  
Optimism Doctor



**Mara Martin**  
Model & Advocate



**Eden Grinshpan**  
Chef



**Rebecca Jarvis**  
Journalist



**Cerina Vincent**  
Actor & Author



**Rachel Nicks**  
Trainer & Doula



**Pia Baroncini**  
Founder



**Rebecca Minkoff**  
Fashion Designer



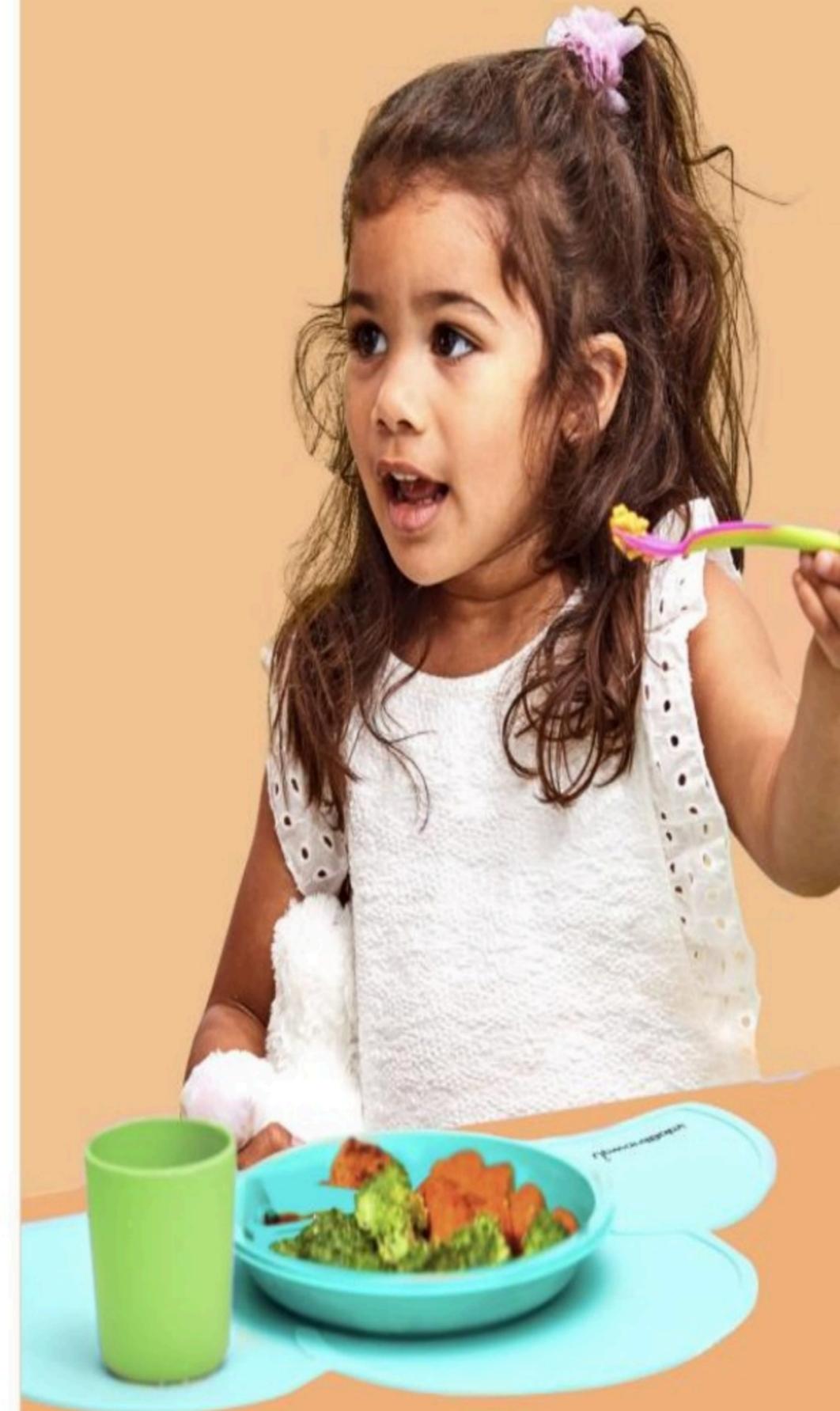
**Jason Feifer**  
Editor-in-Chief

Parents can get all their “wait...is this normal?” questions answered by familiar faces. For every question answered, we pay it forward by donating to each contributor’s charity of choice.

We are fueling sustainable, organic growth, delivering **2 million meals** across all **48 continental states** in **under 2 years**.

*This is driven by our...*

- Parenting community and platform, which has emerged as one of the fastest growing communities in our space
- Nimble cold supply chain reaches the entire continental US without any air freight
- Accessible price points, which have enabled Little Spoon to resonate in cities, suburbs and rural areas alike
- Cutting edge product innovation, driven by our community collaboration model for R&D



# Plates

are our newest line of toddler and big kid's meals.



Under \$5 / meal

Rotating menu of 25+ meals

Ready to eat in under 2 minutes

Hidden Veggies and Superfoods in every meal

100% clean ingredients, free of hormones, and never any preservatives, artificial sugars or junk

## *Time to get saucy.*

We make a line of veggie enhanced and supercharged sauces to make mealtime fun



## *Plates Made to Reuse*

### *Again and again.*

Our Plates are completely reusable, recyclable, top rack dishwasher safe and BPA/BPS-free. And soon, we'll be launching our Plates send back program, a reuse initiative we cannot wait to offer the community!



*And we won't stop there.*

We will continue to create innovative, high quality and accessible solutions to support families everywhere.



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