



FUTURE FOOD

INFORMATION
MEMORANDUM







2015: A SEED WAS SOWN...

INSIGHT FROM 10 YEARS IN FRESH PRODUCE & GLOBAL CROP SOURCING

The deepest understanding of farming,
produce, and changing consumption habits

Decades of destructive consumerism = an
alarming outlook for human and planet health...

...but now huge momentum for positive
change linked to plant-based foods...

...and especially to healthier and nutritionally
beneficial crops



EXPERTISE FROM 2 YEARS IN CREATIVE DESIGN & ART DIRECTION

Unique application of creative design thinking
as a business tool

A deep understanding of how modern brands
should engage with consumers...

... and what modern consumers want from
brands



THE MOST INNOVATIVE FOOD MARKETING BUSINESS FOR DECADES

A pure food marketing business...

...dedicated to delivering a positive consumer
experience. With no other agenda

Giving people what *they* need...

... not what *we* think they need

...AND UP GREW A BRAND...



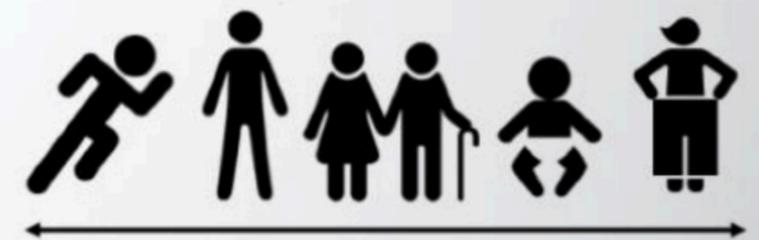
CROSS CATEGORY AMBITION



GLOBAL OUTLOOK



AVAILABLE TO ALL





...WITH A MISSION

TO PROVIDE **PLANT-BASED,
ENVIRONMENTALLY RESPONSIBLE,
POSITIVE FOOD CHOICES,
FOR EVERYONE,
FOR NOW.**





...ATTRACTED A ROSTER OF LEADING RETAILERS



WAITROSE
& PARTNERS

Musgrave

ASDA



Wegmans

Jensen's
MAKE EVERY DAY AN OCCASION!

Gelson's



TESCO



Sainsbury's

DUNNES
STORES



SAFEWAY



Morrisons
SINCE 1899

Harrods



Wakefern
FOOD CORP.

Lucky

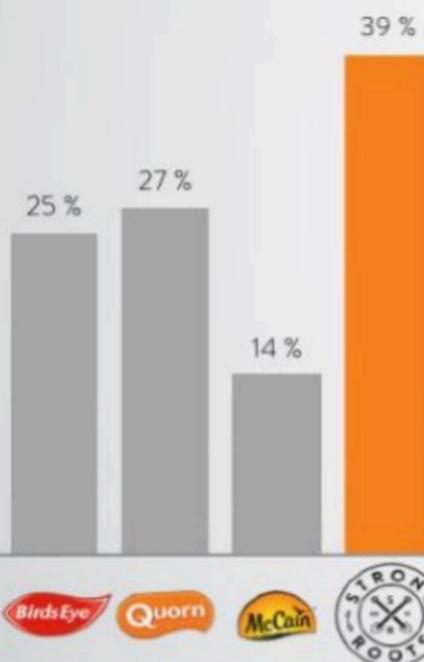
Nugget
MARKETS



...CREATED A BRAND THAT STANDS OUT

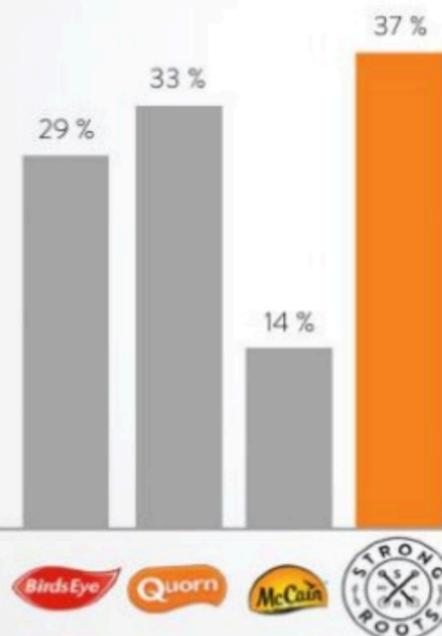
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...for "offering something different"



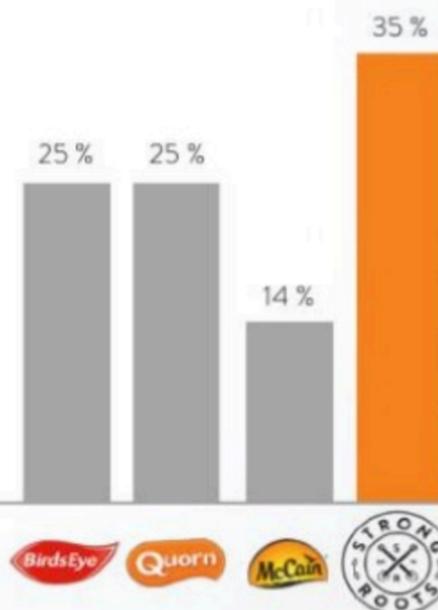
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...for "is a health conscious brand"



#1

...for being "different to other brands"



#1

...for "is more innovative than other brands"



Source: Core Research: Strong Roots Pre Campaign Evaluation 13/12/18, Ireland
Q. Now you are going to see some statements that people have made about frozen foods, for each one please tell me which of these brands shown you think apply to that statement.



...NURTURED A GROUP OF LOYAL FOLLOWERS

“
OBSESSED WITH
YOUR PRODUCTS
@STRONGROOTSIRL!
OUR FRIDGE IS FULLY
STOCKED EVERY
WEEK
”



“
THE CAULIFLOWER
HASH BROWNS ARE
SOOOOO GOOD 😊
”



“
THESE ARE THE BEST
OVEN SWEET POTATO
FRY AVAILABLE, HANDS
DOWN. A GAME
CHANGER!
”



“
THESE ARE DELICIOUS,
WITH REALLY GREAT
TEXTURE. HEALTHY &
VERSATILE, AND YOU
GET LOADS IN A BAG
”



“
TOTALLY DELISH -
A FREEZER STAPLE
IN THIS HOUSE!
”





ALL THIS...

**...WITH JUST €100,000 OF START-UP CAPITAL.
WHAT COULD WE ACHIEVE WITH €15,000,000?**



A MESSAGE FROM SAMUEL TO HIS TEAM

“It’s hard to believe but I still feel we are only starting. I mean it. We have built a foundation to grow further, but it is not sturdy enough. If we really want the roots to bed in like a great oak which will never be uprooted, ever, we need to think about how we can be toppled, and support those weaknesses with the strongest strengths, supporting all opportunities & removing all threats.”

SAMUEL DENNIGAN
FOUNDER
CEO



OUR VISION FOR THE FUTURE

TO BE A STAPLE FOOD BRAND, FOR A GLOBAL AUDIENCE, WHO MAKE DAILY, RESPONSIBLE, AND POSITIVE FOOD CHOICES.

