



WHERE 99% OF EGGS COME FROM

FOOD SAFETY

INHUMANE & CRUEL

GM FEED

RISING & VOLATILE COSTS



“Earth changing.”

Andrew Zimmern, Travel Channel Host



Hampton Creek wins 2013 Popular Science Best of What's New Grand Award for its "Plant-Based Egg"

POPULAR
SCIENCE

HAMPTON CREEK

Joel Sussak, CEO/Founder

April Oh, Chief of Staff

Naomi Shwartz, Ph.D., Financial Analyst

Stacey Ruffin, Operations Manager

Justin Davis, Creative Director

Andrew Cox, Creative Designer

Colby Mann, Filmmaker

Wagner Shwartz, Director of Communications

Oliver Nye, Recruiter

Wesley Lambert, Director of Supply Chain

Joe Neumann, Supply Chain Specialist

Naomi Shwartz, Director of International & Institutional Relationships

Caroline Lee, Director of Corporate Partnerships

Sarah Torrey, Director of Community & Partnerships

Justin Smith, Relationship Team Member

Justin Smith, Corporate Partnerships Specialist

Stephanie Cheng, Corporate Partnerships Specialist

Michelle Lee, Customer Loyalty Specialist

Justin Roman, Corporate Partnerships Specialist

Erasmus Shwartz, Relationship Specialist Fellow

Chris Jones, Director of Culinary Innovation

David Waldman, Research Chef

Andrew Schaffner, Food Technologist

Joshua West, Director of Biochemistry R&D

T. Douglas Jay, Senior Scientist, Biochemistry

Gene Imshushoff, Senior Scientist

Bernice Shwartz, Research Associate

Carly G. Corliss, Research Associate

John Wilson, Biochemistry Research Associate

Caroline Hall, Biochemistry Research Associate

Sherrill Ray, Director of Bakery Innovation

Twilley Robinson, Food Scientist

Susan Thrall, Research Scientist

John Thrall, Associate Food Technologist

Ross Woodard, Associate Food Technologist

Andrew Teddyk, Associate Food Scientist

Yung Hoang, Associate Food Scientist

Sam Yoo, Lab Technician

Erasmus Cheng, Senior Scientist

Matt Fort, Systems Engineer

Drew Ray, Process Engineer

ADVISORS

Richard Wolford, former CEO of Mars

Justin Bell, Director of Food Policy, The Humane Society of the United States

Kathy Hoverson, MIT Food Safety Institute and contributor for Huffington Post

Sam Ray, Director of Customer & Product Insight, Shwartz Innovative Media Group

David Mann, Business Operations, Douglas

Matthew Hill, Director of Social Media

Hampton Creek has told its story to millions.

The
New York
Times

npr

CBS
THIS
MORNING

Forbes



TEDx

Mother Jones

Bloomberg

THE  TIMES



ON
Headline News.

FAST
COMPANY

the gatesnotes

The
Washington
Post


The Economic Times

BusinessWeek

grist

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BUSINESS
INSIDER



MASSIVE OPPORTUNITY



5 FACTORS DRIVING DEMAND



- ① **Rising + Volatile Egg Ingredient Costs**
- ② **Sustainable Eating** (Driven by Millennials)
- ③ **Cholesterol**
- ④ **Food Safety** (Concern over antibiotic use & Avian Flu)
- ⑤ **34 Million have Egg Allergies or Egg Sensitivities in the US**

DIVING DEEPER: SUSTAINABLE EATING

RATIO OF ENERGY INPUT TO FOOD-ENERGY OUTPUT

LAMB 57:1

BEEF CATTLE 40:1

EGGS 39:1

SWINE 14:1

DAIRY (MILK) 14:1

TURKEY 10:1

CHICKEN 4:1

HAMPTON CREEK 2:1



DIVING DEEPER: FOOD SAFETY

(Major Outbreaks 2009-2013)

BREAKING NEWS:

"Yum! Q profit drops 27% because of 2013 bird flu outbreak"

"Half a billion eggs have been recalled"

CNN

"Michael Foods Recalls Hard-Cooked Eggs Because Of Possible Health Risk"

FDA

"Avian flu outbreak in India reignites concern of H5N1 resurgence"

HealthMap

Egg Listeria
Major Outbreak

Egg Salmonella
Major Outbreak

Avian Flu
Major Outbreak

HAMPTON CREEK SCREENS THROUGH HUNDREDS WEEKLY



TWO CANADIAN YELLOW PEA SPECIES GIVE RADICALLY DIFFERENT RESULTS

CANADIAN YELLOW PEA #9



WATER
WATER + SALT + FURFURAL
WATER + FURFURAL
WATER + SALT
WATER + LIGNIN
PURE MISOPE



STABLE MYRO



UNSTABLE MYRO

CANADIAN YELLOW PEA #6



WATER
WATER + SALT + FURFURAL
WATER + FURFURAL
WATER + SALT
WATER + LIGNIN
PURE MISOPE





EATTM
Dough



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POPULAR
SCIENCE

"A technology company pioneering e-commerce." - Bezos

amazon.com

CORE CAPABILITY

A software engine for
selling virtually
everything online

BARNES-&NOBLE
TOYS-R-US
GROCERY STORES

A technology company pioneering food.



CORE CAPABILITY

An engine for identifying
and utilizing plants to
dominate food markets

MAYO
COOKIE DOUGH
SCRAMBLED EGGS
EVERY CONVENTIONAL EGG



WHERE 99% OF EGGS COME FROM

FOOD SAFETY

INHUMANE & CRUEL

GM FEED

RISING & VOLATILE COSTS

Bringing healthier and more affordable food to everyone, everywhere.





“Earth changing.”

Andrew Zimmern, Travel Channel Host



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**POPULAR
SCIENCE**

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April Oh, Chief of Staff

Yuebo (Grace) Zhu, Financial Analyst

Bianca Ruffin, Operations Manager

Jordan Visla, Creative Director

Ashley Seo, Creative Designer

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Morgan Oliveira, Director of Communications

Oliver Ryan, Recruiter

Marc Lawson, Director of Supply Chain

Jose Manjamez, Supply Chain Specialist

Karin Olson, Director of International & Institutional Relationships

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Sarah Fomey, Director of Community & Partnerships

Jordan Tetrick, Relationship Team Member

Jackie Leavitt, Corporate Partnerships Specialist

Stephanie Cheng, Corporate Partnerships Specialist

Michelle Leu, Customer Loyalty Specialist

Josh Hyman, Corporate Partnerships Specialist

Graham Oliveira, Relationship Specialist Fellow

Chris Jones, Director of Culinary Innovation

Trevor Niekowal, Research Chef

Andrew Schultze, Food Technician

Joshua Klein, Director of Biochemistry R&D

F. Douglas Ivey, Senior Scientist, Biochemistry

Gosia Jakubasch, Senior Scientist

Brenna Gibson, Research Associate

Carla Li-Carrillo, Research Associate

Jake Kleiner, Biochemistry Research Associate

Camilla Hall, Biochemistry Research Associate

Shweta Rao, Director of Bakery Innovation

Swertha Mahadevan, Food Scientist

Susan Thiel, Research Scientist

Julie Uccelli, Associate Food Technologist

Kara Ricciardi, Associate Food Technologist

Andrew TenEyck, Associate Food Scientist

Trung Hoang, Associate Food Scientist

Uyen Tran, Lab Technician

Xiaokan Zhang, Sensory Scientist

Matt Tom, Systems Engineer

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David Mann, Business Operations, Dropbox

Nathan Wolf, Director of Global Viral

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THE ECONOMIC TIMES

BusinessWeek

grist

POPULAR
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TE

BUSINESS
INSIDER



MASSIVE OPPORTUNITY



GLOBAL MAYO MARKET

\$11.3B

US	\$3.5B	China	\$0.04B	Mid East	\$0.51B
Canada	\$0.5B	AUS/NZ	\$0.24B	Other Asia	\$1.73B
UK	\$0.5B	India	\$0.02B	Other LatAm	\$1.32B
Rest of Europe	\$1.9B	Mexico	\$0.48B	Russia	\$0.67B

**Source: Euromonitor*

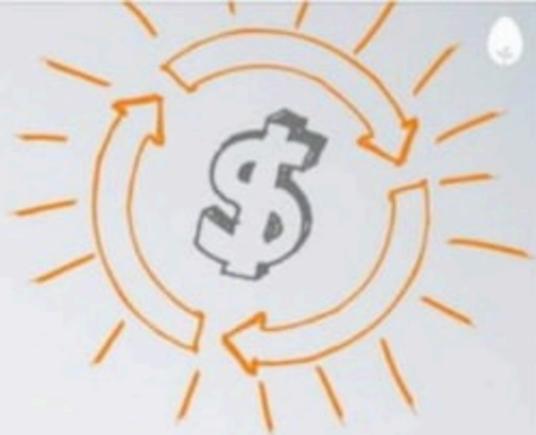
US RETAIL COOKIE DOUGH MARKET

\$1.7B

General Mills Annual US Dough Sales	\$1.16B
Other Annual US Dough Sales	\$0.54B

*Source: General Mills 20K, Nestle annual report

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- ④ **Food Safety** (Concern over antibiotic use & Avian Flu)

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HealthMap

 **Egg Listeria
Major Outbreak**

 **Egg Salmonella
Major Outbreak**

 **Avian Flu
Major Outbreak**

DIVING DEEPER: OUR COST ADVANTAGE

WE ARE **48%**
MORE COST
EFFECTIVE
THAN CONVENTIONAL
CHICKEN EGGS



SALES PRICE - \$/LBS. PRICE DOES NOT INCLUDE PACKAGING OR DISTRIBUTION PACKAGES

Source: <http://usda.mannlib.com/edu/usda/ams/PPIWEGGPRODUCTS.pdf>

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