



The Next Generation Food Company {for generations of healthy kids}

Mitch Mitchell
Revolution Foods
Regional Vice President

revolution[™]
FOODS

OUR MISSION

TO IGNITE A
HEALTHY
FOOD REVOLUTION





AN OPPORTUNITY AND A CHALLENGE

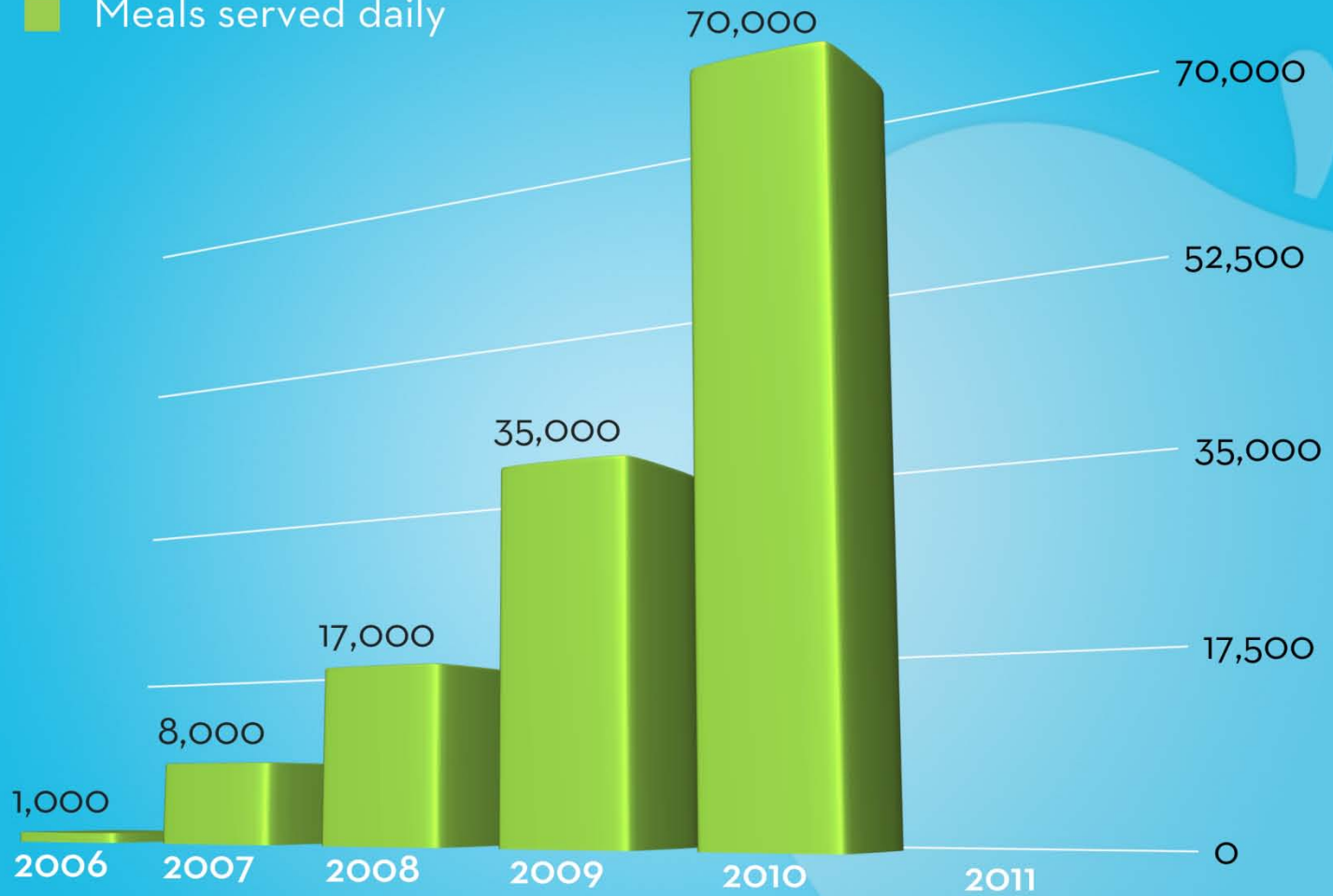
REVOLUTION FOODS IS ON A MISSION TO CHANGE THE WAY KIDS EAT
We serve 500+ lunchrooms and almost 70,000 meals each day to students around the country. We're leading the conversation on improving childhood health with the power to improve nutrition and health of 100,000s of impressionable students. We have the power to move the needle.

We know how to solve problems

1. Seat Belt Use
2. Smoking Reduction
3. Recycling Programs
4. Obesity



■ Meals served daily



There are no scalable companies addressing this national epidemic by serving fresh, healthy school lunches at an affordable price

THAT'S
ALMOST
23
MILLION
MEALS
TO DATE



THE TRADITIONAL SCHOOL LUNCH



OUR STANCE

FOR

- **FRESH FOODS** prepared by real cooks daily
- **BEING YOUNG**
- **SUPERFOODS** like whole fruit, nutrient-rich vegetables & fresh salads served daily
- **BEING FOR REAL** & all natural ingredients
- **NATURALLY SWEET THINGS**
- **LOW SODIUM**
- **NATURAL REAL MEATS**
- **FUN IN THE NAME OF FOOD**
- **CHEFS IN CHEF COATS**

AGAINST

- **TWINKIE SHELF LIVES** & processed, machine-made food
- **HORMONES** (the gnarly kinds like rBST treated milk)
- **SUPERSIZED**, fatty & fried foods
- **BEING FAKE** and artificial anything including artificial preservatives, flavoring & coloring
- **HIGH FRUCTOSE CORN SYRUP** or other added sugars
- **ARTIFICIAL TRANS FATS** (uh...gross)
- **MYSTERY MEATS** containing fillers and harmful preservatives like nitrates & nitrites
- **JUNK FOOD**
- **"CHEFS" IN LAB COATS**



ALL NATURAL TURKEY AND CHEESE SUB

WHOLE WHEAT BREAD

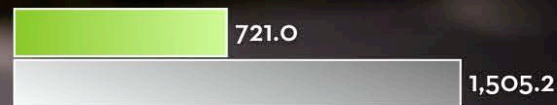
ZERO high fructose corn syrup
ZERO BHA & BHT
ZERO L-CYSTEINE

**ALL NATURAL BONELESS,
SKINLESS TURKEY BREAST**

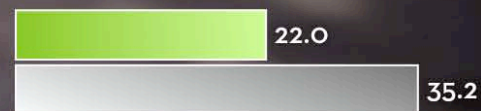
ZERO nitrates
ZERO nitrites
ZERO animal by-products

**ALL NATURAL
REDUCED FAT CHEESE**

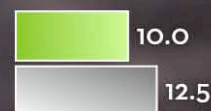
SODIUM (mg)



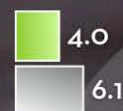
CALORIES FROM FAT(%)



TOTAL FAT (g)



SATURATED FAT (g)



CALORIES (KCAL)



THE SECRET BEHIND INGREDIENTS

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FOODS

21

COMPETITION

51

Total number of ingredients...psst, mostly in our bread

Total number of ingredients our competitors use including HFCS and hydrogenated oil

ALL NATURAL CHICKEN TERIYAKI



REVOLUTION FOODS



COMPETITOR

ALL NATURAL CHICKEN TENDER

- ZERO fillers
- ZERO artificial colors
- ZERO animal by-products

SHORT GRAIN BROWN RICE

TERIYAKI SAUCE
ZERO TRANS FATS
ZERO ARTIFICIAL FLAVORS

SODIUM (mg)



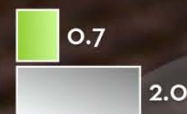
CALORIES FROM FAT(%)



TOTAL FAT (g)



SATURATED FAT (g)



CALORIES (KCAL)



THE SECRET'S IN THE SAUCE

revolution™
FOODS

16

Total number of ingredients in our teriyaki sauce

COMPETITION

38

Total number of ingredients our competitors use including "chicken type" flavoring



Our Product

- **Delicious:** So kids love our food
- **Variety:** including whole grains, vegetables & fruits
- **Real:** Cooking with few, recognizable ingredients
- **Home-style:** Foods that are close to their original state
- **Right-size, not super size**
- **Balance:** we want to satisfy kids' hunger
- **Organic, local and green** wherever
- **Never ever:** high fructose corn syrup, preservatives, artificial anything

Our Service

- Daily fresh delivery
- Hot and cold meals
- Individual or family style
- School Account Managers dedicate service
- Operational support: financial management & food safety
- Nutrition education included in partnership





We educate our future generations



We offer an environment where kids enjoy learning to cook and eat real food

Angie Janssen Graves

Brand experience in schools



WHAT OUR CUSTOMERS SAY

We have been so impressed with Revolution Foods. Their mission includes amazing support and customer service, and their professional staff has provided a personal touch all along. They truly are forging a revolution in the nature of the lunch program for public schools.

-Jane McDonough, Principal, Mill Valley School District

It's the first opportunity I've had to let you know what a success the lunch was today. Everyone raved about the chicken salad and the Caesar salad. The wraps were also a hit...Terrific job.

-John Howe, Project Manager- DCPS Wilson HS



What our partners say...

Our students deserve healthy, wholesome food to help them become the leaders we need for the challenges of the future. (Revolution Foods) is service and quality oriented. They are fresh, creative and forward thinking!”

-Gail Ahlas, Superintendent Roseland School District, Roseland, CA

I love what you guys are doing.

- Sam Kass, Obama Family Chef

Students have been complaining about their school lunches for a long time and now we have a new company Revolution Foods, my question is ‘What took so long?’

-Leonardo Contrais, Student- DCPS Wilson HS



Media Coverage

The Washington Post

USA TODAY

The New York Times



Commitment to the Environment

We're very proud to not only be serving healthy nutritious food, but doing it in as sustainable a way as possible. Highlights include:

- **Recycling** - we have recycling programs in all of our culinary centers and are continually working to improve them
- **Composting** - organic waste is diverted from the landfill to local composting programs wherever possible
- **Packaging** - proactively changing the natural food supply chain to reduce wasteful packaging, encouraging bulk packaging through purchasing volume and using 100% recyclable packaging
- **California Food for California Students** - reducing “food miles” by sourcing locally whenever possible
- **Equipment** - purchase Energy Star-rated equipment
- **Certifications** - Our Northern California culinary center is a certified Bay Area Green Business and Water Smart Business



Commitment to the Environment

- All employees, including kitchen staff and driving fleet are paid above livable wage
- All employees are provided health benefits
- All employees are given ownership in the company
- We keep our team employed during summer months and down time
- We provide paid vacation and sick time to all employees
- We recruit and hire parents from our school partners



OUR MARKETS

