

The background of the image is a close-up photograph of several blueberries. The entire image is overlaid with a semi-transparent blue filter. The text 'relayfoods' is written in a yellow, cursive font across the middle, and '.com' is written in a white, cursive font below it.

relayfoods
.com

relayfoods

.COM

ONLINE
MARKET

for

SUSTAINABLE
EVERYDAY
GROCERIES

PRODUCE

BREAD

CHEESE

MEAT

FROZEN + MORE!









CEREMONY

JULIETTE

JULIETTE




Michele's
GRANOla
www.michelesgranola.com


Michele's
GRANOla
www.michelesgranola.com

↑ THIS SIDE UP

↑ THIS SIDE UP

PLEASE ROTATE STOCK - HANDLE WITH CARE

PLEASE ROTATE STOCK - HANDLE WITH CARE - PLEASE ROTATE STOCK - HANDLE WITH CARE

↑ THIS SIDE UP

↑ THIS SIDE UP

PLEASE ROTATE STOCK

UNION KITCHEN





FRIENDLY
PEOPLE
Healthy
Food

Academy

Fresh
VEGETABLES

1.50
2.00
3.00





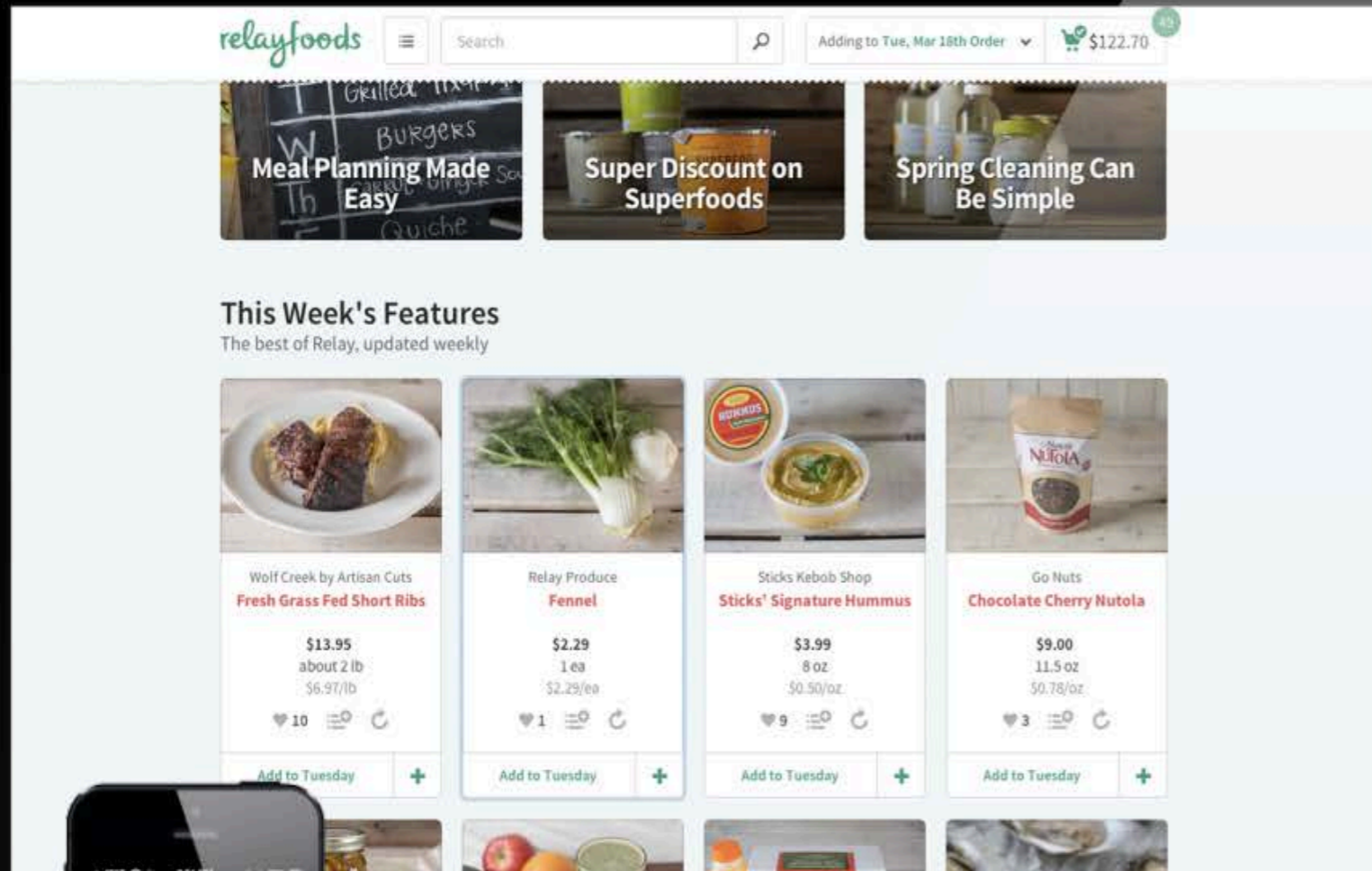






How do we do this?

World-class Customized Experience



- Intelligent search + curated merchandising.

- One-click subscriptions.

- Best-in-class desktop and tablet UI with cross-platform mobile support.

- Add to either new or existing order with ease, simultaneously.

- Built-in meal planning.

Broad Selection & Exclusive Offerings



Local

- 28% of range
- 33% of total sales
- Over 150 local suppliers



Organic

- 17% of range
- 25% of sales
- Price competitive with WFMI



Conventional

- 57% of range
- 48% of sales
- Typically not promoted



Exclusive

- In-house butchery
- Fresh, local beef
- In-house seafood
- Chop and wash produce
- Prepared food
- Meal-planning

Next Day, Multi-Channel Delivery

12am



Customers place orders up to 12am on our website or mobile site.

6am



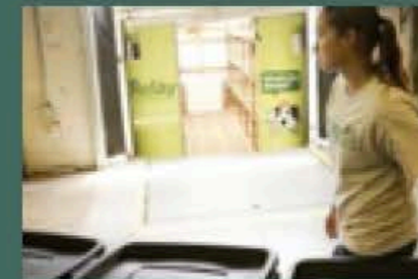
Production and fulfillment teams pick and build orders.

10am



Trucks transfer orders to correct market and van collects 'just-in-time' items from local vendors.

2pm



Local fulfillment teams complete all orders.

7pm



Trucks serve customer at free pickup sites, eliminating last mile costs, and profitably serving suburban markets.

OR



Customers receive home delivery for \$30 / month subscription.

Beyond E-Coupons & Online Carts



**Customizable Weekly Meal Plans,
Recipe Kits, & Add Your Own Dish.**



**Subscription Shopping & Automated,
Intelligent Merchandising.**



**Pre-Built, One-Click Grocery Lists &
Lifecycle Marketing.**

Revolutionizing Meal Planning

Shop Meals, Not Aisles

Plan your meals for the week
in 15 minutes or less



Chipotle Shrimp Gumbo

Prep: 15 mins / Cook: 25 mins

[Click to see the recipe](#)



30 Minutes or L...

51 dishes



One Pot Meals

31 dishes



Budget

40 dishes



Quick & Easy

77 dishes



Family Friendly

40 dishes



In Season: Winter

55 dishes



Main Dishes

104 dishes

Learning is Measured in Customer Delight



Personalization only available to e-commerce:

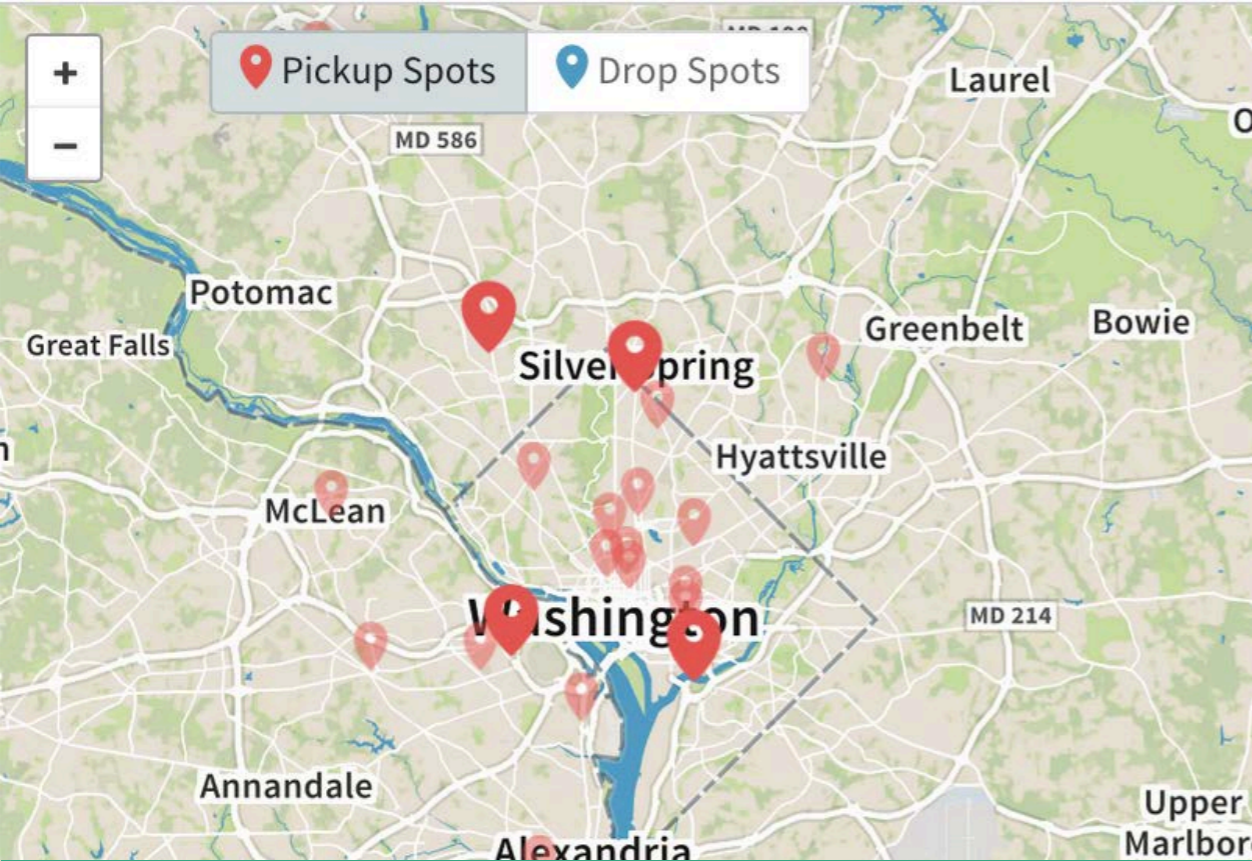
- *We can predict when a customer will arrive, and have their order ready.*
- *We can remember details - kid's names, pets, etc.*



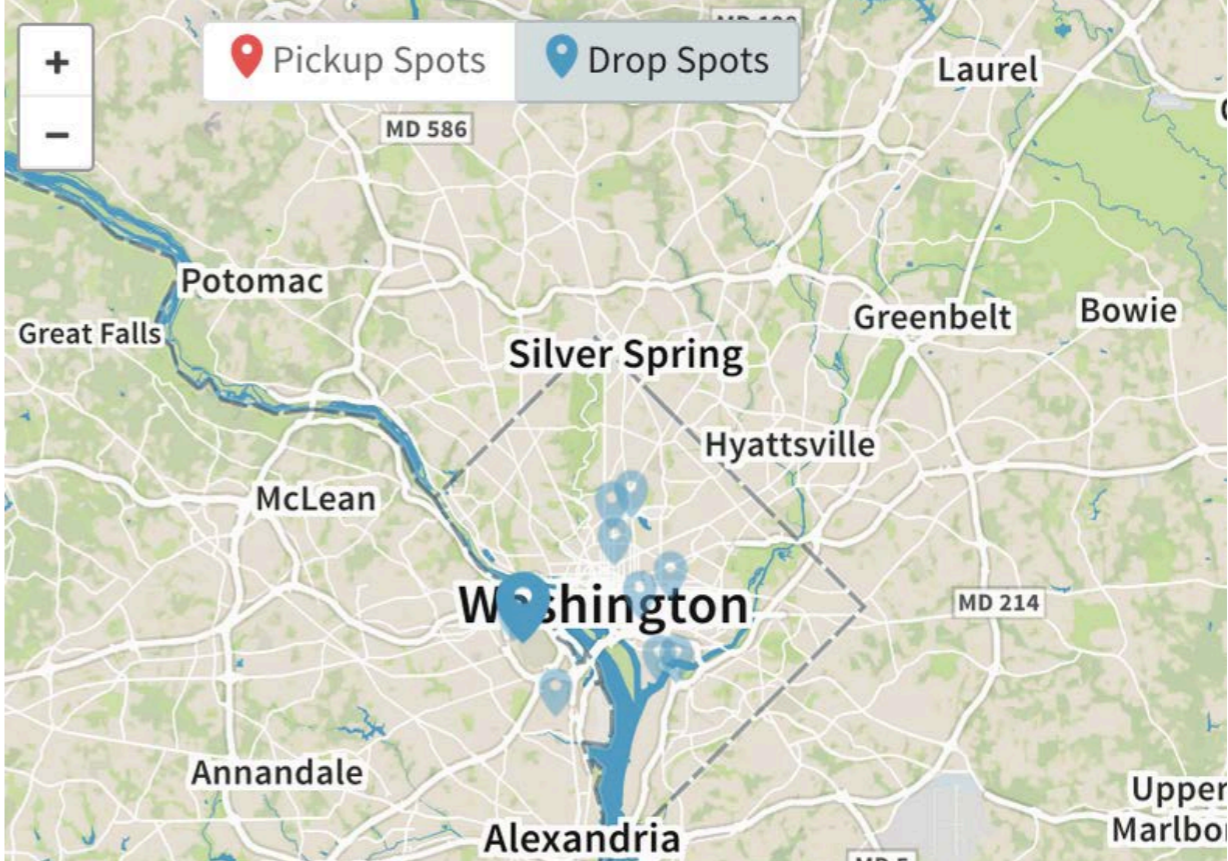
We offer a human touch hard to find in e-commerce:

- *Caring relationships form through weekly pickup/delivery with the same associate.*
- *Neighbors congregate at pickup sites.*
- *Grocery becomes community.*

Growth Across Metro Washington, DC



25 weekly staffed pickup locations



16 private drop spots



30 weekly home delivery routes

Next Steps

Questions