

just 'cause

FOOD SOLUTIONS

LEADING FOODSERVICE TO THE NEW FRONTIER

BUSINESS
OVERVIEW
JUNE 2020



THE CRISIS

**OPERATORS OF ALL KINDS ARE
CLOSING SHOP AND CUTTING JOBS.**

**THE INDUSTRY IS IN THE MIDST OF A
COLLAPSE WITH NO SUSTAINABLE
DIRECTION FORWARD.**

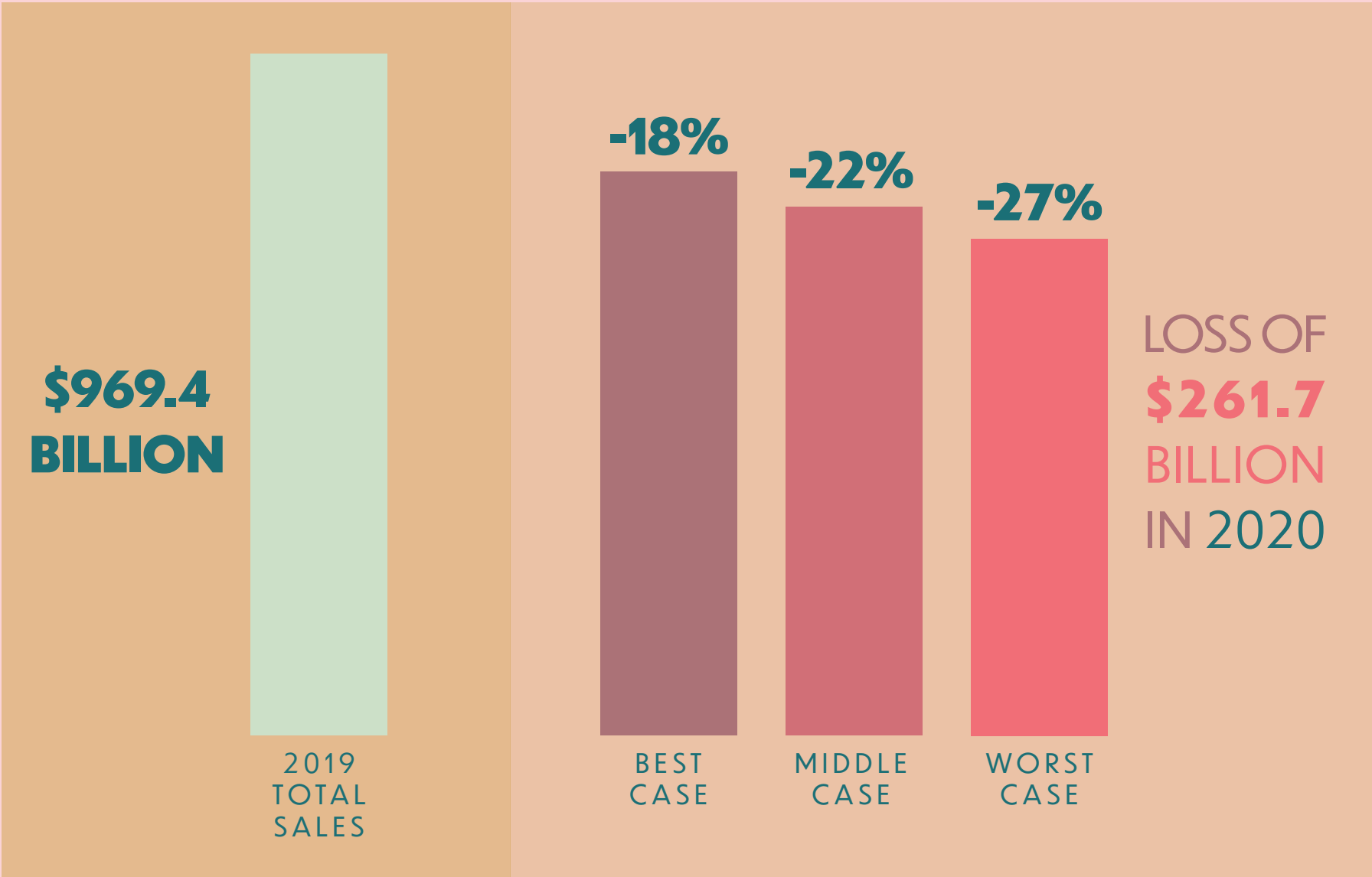
BUT WE SEE THE WAY.

OBJECTIVE

IMPLEMENT TIME-SAVING SOLUTIONS TO CUT COSTS, GROW PROFITS, AND MAXIMIZE OPERATOR SURVIVAL DESPITE THE GROWING CHALLENGES OF OUR CHANGING INDUSTRY

IMMINENT COLLAPSE

IMPACT OF COVID ON FOODSERVICE REVENUE

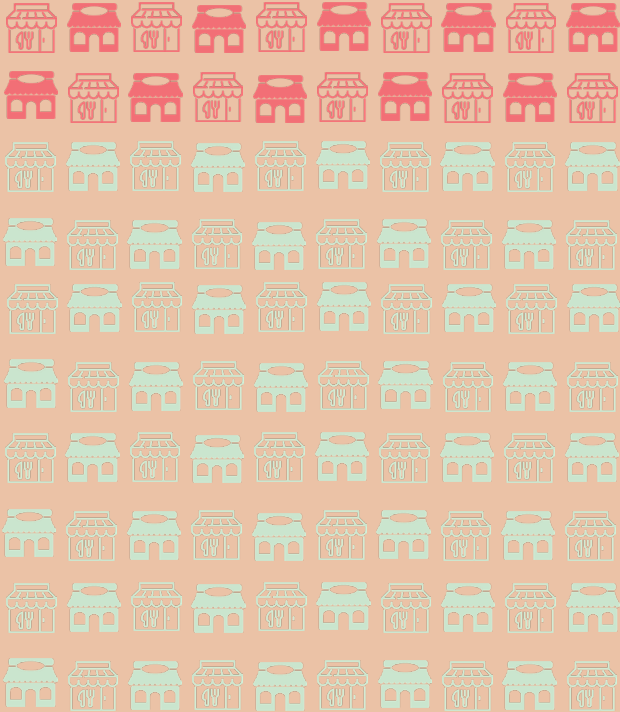


SOURCES: USDA, TECHNOMIC

IMMINENT COLLAPSE

IMPACT OF COVID ON FOODSERVICE OPERATORS

OPERATIONAL MORTALITY

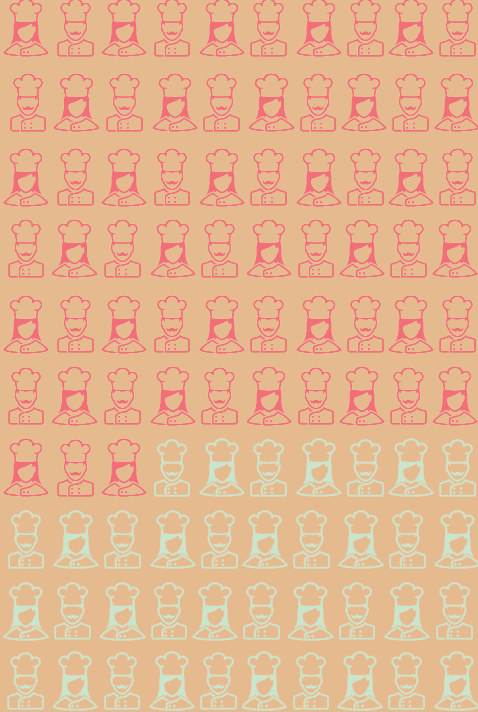


200

THOUSAND

RESTAURANTS
WILL CLOSE

LABOR CRISIS



6

MILLION

UNEMPLOYED
FOODSERVICE
WORKERS

IMMINENT COLLAPSE

**OUR INDUSTRY WAS ON
THE BRINK OF COLLAPSE
BEFORE COVID.**

**IN THE FACE OF COVID IT'S
NO LONGER ABOUT AVOID-
ING COLLAPSE—IT'S ABOUT
MINIMIZING THE DAMAGE.**

**WILL YOU JOIN US TO RISE
UP AND LEAD THE CHANGE?**

THE PATH TO THE NEW FRONTIER

**EASE OF USE.
TIME SAVINGS.
MINIMAL PREP.
REDUCED WASTE.
CHEF QUALITY.
FOOD SAFETY.
VERSATILITY.
ON-TREND.**

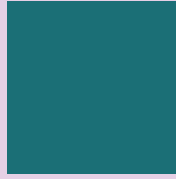
**LOWER
COSTS**

**MORE
PROFITS**

WHO DO WE SERVE?



**CHAIN
RESTAURANTS**



**DELIVERY &
OFF-PREMISE**



**FOODSERVICE
DISTRIBUTION**



**RETAIL
FOODSERVICE**



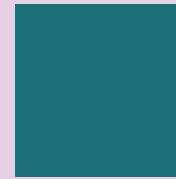
**ACUTE
CARE**



**SENIOR
LIVING**



**BUSINESS &
INDUSTRY**



**HIGHER
EDUCATION**



**AIRLINES &
CRUISES**



**SPORTS &
ENTERTAINMENT**



**HOTELS &
LODGING**



CASINOS



**CATERING &
EVENTS**

CASE STUDY



SOUS VIDE CHICKEN

-  FULLY COOKED
-  SCRATCH QUALITY
-  TIME SAVINGS
-  AVERAGE CHECK
-  COMPARABLE SALES
-  FOOD SAFETY
-  CONSISTENCY
-  SATISFACTION

SOUS VIDE CHICKEN BITES

Q2 2019 LAUNCH
COMPARABLE SALES

3.6%
INSTANT GROWTH



"This was not even close. Shake Shack's offering had the crackliest crust, the juiciest meat..."



Nick Kindelsperger
CHICAGO TRIBUNE
Top 26 Fast Food Fried Chicken Offerings

SOURCE: MARKET INSIDER

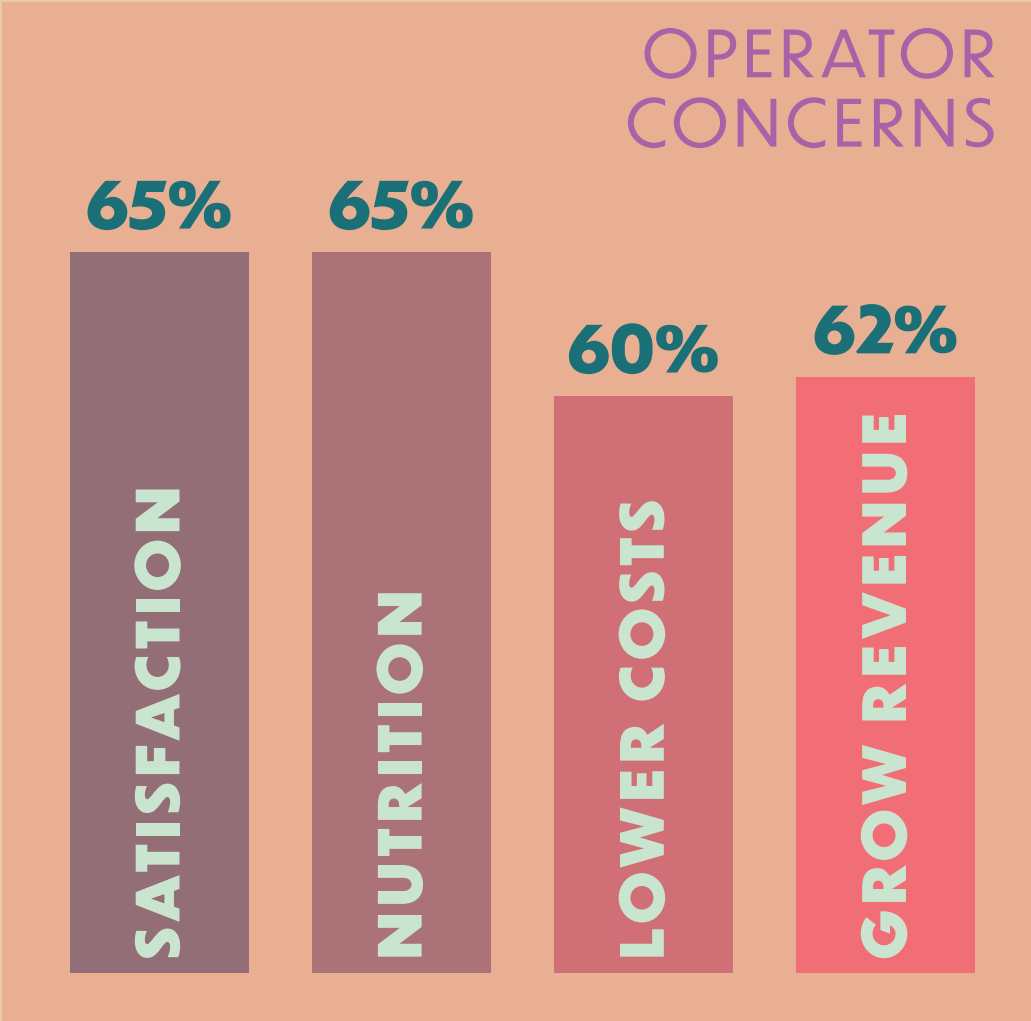
HIGH PRESSURE: HEALTHCARE

HEALTHCARE IS FIGHTING THROUGH A CRISIS WHILE ALREADY BOXED INTO AN IMPOSSIBLE CONUNDRUM.

HOW TO **LOWER COSTS** WHILE **IMPROVING REVENUE** AND **PATIENT SATISFACTION**?

\$6.6
BILLION

HEALTHCARE
SPENDING
ON FOOD
COSTS IN
2018



HOW DO WE FIX IT?



**LABOR
SAVINGS**



**CHEF
QUALITY**



**FOOD
SAFETY**



**REDUCED
WASTE**



**EASE OF
USE**



**MENU
VERSATILITY**



**CUSTOMIZATION
READY**



**TRENDING
INGREDIENTS**

CASE STUDY



SOUS VIDE KITCHENS. READY TO HEAT ANCIENT GRAINS. JUST-ADD-WATER SAUCE STARTERS. QUALITY HAS CONVERGED WITH CONVENIENCE.



“With a streamlined kitchen design that eliminates the need for costly, traditional commercial equipment, **Taffer’s Tavern leverages advanced sous vide food preparation methods** to deliver delicious, comfort bar fare and a unique array of premium beverage choices.”

FSR MAGAZINE

“Taffer’s Tavern Inks Multi-Unit Franchise Deal in D.C. Area”



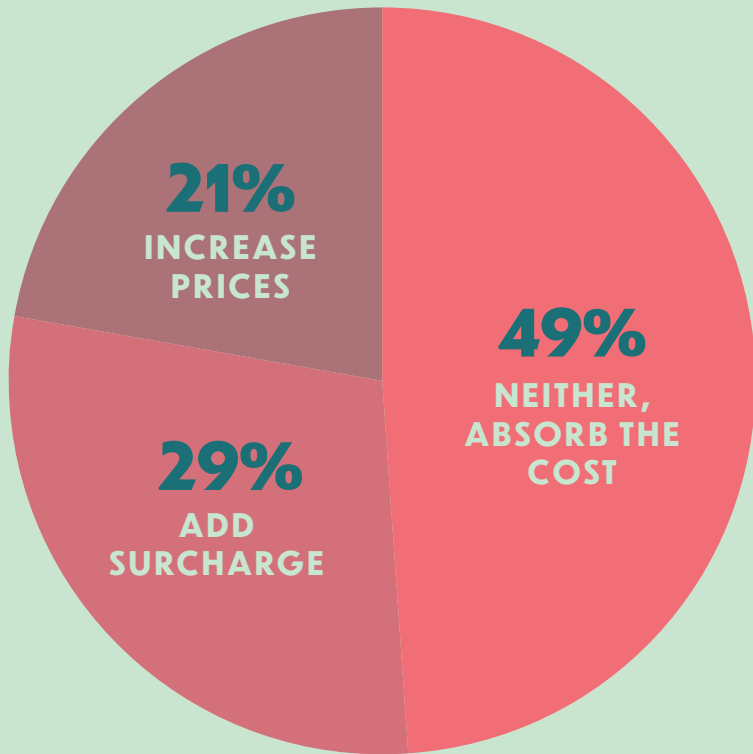
TAFFER'S
TAVERN WILL
OPEN **40 UNITS**
NATIONWIDE

WHAT DOES THE OPERATOR SEE?

**OPERATORS NEED TO PROTECT MARGINS.
CONSUMERS EXPECT PRICES TO STAY NEUTRAL.**

WHO WILL BUDGE? HOW ABOUT NEITHER.

HOW SHOULD OPERATORS COVER RISING COSTS?



REMOVE THE LABOR & SKILL

SUPPLIER INNOVATION HAS ACHIEVED A QUALITY OF READY-TO-USE FOODS THAT REMOVE TIME AND LABOR IN THE KITCHEN

**NO SURCHARGES
NO PRICE INCREASES
NO HIT ON PROFITS
NO LOSS OF LOYALTY**

WHAT DOES THE OPERATOR SEE?



**CENTER OF
THE PLATE**



**VEGETABLES,
FRUITS, & SIDES**



**GRAINS &
STARCHES**



**BREADS &
HANDHELDS**



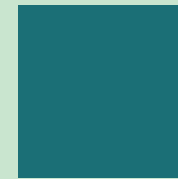
EGGS



**SAUCES &
SEASONINGS**



DESSERTS



BEVERAGES

CASE STUDY: GRILLED CHICKEN BREAST

EARLY RESULTS SHOW READY-TO-USE FOODS ARE NEAR COST NEUTRAL COMPARED TO TRADITIONAL FRESH FOODS THAT REQUIRE LABORIOUS PREP, SKILL, AND HANDLING.

AND THIS IS BEFORE VOLUME PURCHASING FURTHER IMPACTS THOSE MARKET PRICES...

COSTING: RAW VS COOKED

	RAW CHICKEN	SOUS VIDE CHICKEN
COST/LB	\$3.72	\$5.45
COST/PORTION	\$0.93	\$1.35
YIELD LOSS	\$0.28 (30%)	\$0.14 (10%)
LABOR COST	\$0.19 (20%)	\$0.07 (5%)
WASTE	\$0.09 (10%)	\$0.03 (2%)
PLATED COST/PORTION	\$1.49	\$1.59

WOULDN'T YOU ALSO PAY JUST 7% FOR FOOLPROOF

EASE
SAFETY
CONSISTENCY
VERSATILITY
AND QUALITY?

SOURCE: HEALTHCARE NETWORK STUDY



WHAT'S AT RISK?

30 YEARS OF FOODSERVICE
JOB GAINS WERE WIPED
OUT IN LESS THAN
3 MONTHS OF
COVID

"I do not want to incite panic and hysteria, but I think for restaurants and the service industry, there is going to be a morbidly high business death rate."

David Chang
QSR MAGAZINE

"Trying to Picture Life for Restaurants After COVID-19"

WHAT DO THE STAKEHOLDERS GET?



**P & L
REVITALIZATION**



**PRODUCT
DEVELOPMENT**



**SUPPLY CHAIN
OPTIMIZATION**



**MENU
BUILD**



**MARKETING
& TRAINING**



**NEW BUSINESS
DEVELOPMENT**

CASE STUDY: OFF-PREMISE

GHOST KITCHENS PROMISE OPERATORS LESS OVERHEAD, STREAMLINED PROCESSES, & LEAN STAFF.

VISUALIZE THAT **\$430,000 NEW HIRE LOSS.**



73%
TURNOVER

\$5,864
PER EMPLOYEE

\$428K
PER YEAR*

*PER 100 EMPLOYEES HIRED

EARLY ADOPTERS



WHO IS THIS FOR?

THE SHOE FITS IF...

ISSUES WITH

**LABOR
WASTE
TRAINING
SAFETY
CONSISTENCY**

GOALS INCLUDE

**HIGH QUALITY
LESS PREP
SCRATCH COOKING
MINIMAL HANDLING
EASE OF USE**

IT DOESN'T IF...

**100% LOCALLY SOURCED
100% FROM SCRATCH
FRESH, NEVER FROZEN
VALUE-FOOD BUDGETS
REHEAT FROM FROZEN**

KEEP IN MIND...

**NO CAPEX NEEDED
STREAMLINES BUYING
INCREASES SHELF LIFE
RAPID IMPLEMENTATION**

WHO AM I?

Johnny Auer is deeply rooted within the many trenches of the foodservice industry, his 20+ year career weaving holistically from operations to marketing and sales to manufacturing, product development, and supply chain.

His celebrated marketing efforts led to a run of viral openings of Michelin and James Beard nominated restaurants from 2010 to 2012, a period of time that both exposed Johnny to the mentorship and tutelage of the leading chefs in our industry while creating opportunities to take his influence upstream.

Since 2014 he has led a shift by suppliers to drive innovation towards time-saving solutions in the kitchen that are scalable and versatile across all segments of foodservice. Adoption has spread from emerging and national restaurant chains to healthcare and distribution—three products recently returned the highest Sysco Cutting Edge Solutions scores they'd ever seen.

In 2017 he partnered with celebrated chef Stephanie Izard to build a foodservice to retail start-up of cooking sauces and seasonings, a further influence on new-vertical revenue streams that he continues to encourage leaders in the industry to explore.

The COVID pandemic made clear just how severe and unsustainable foodservice has become, and Johnny recently left a leading sous vide supplier to lead the first wave of change. There are many crying out about the pains of this pandemic on our industry, but few are presenting solutions for a new way forward to reach all.

That changes now.



**WE CAN
DO GOOD AND
GROW PROFITS
CONJUNCTIVELY**