



CONFIDENTIAL DISCUSSION MATERIALS

**Food & Beverage Industry Update: Disruptive
Products/Technologies & Alternative Funding Options**











ACG[®] San Francisco

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 **ASPECT**
CONSUMER PARTNERS








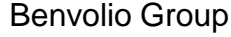







Food Industry Update

Technology and Innovation in Food & Beverage

Company	Product / Technology	Innovation	Comments
 <p>Hampton Creek</p>		<ul style="list-style-type: none"> Plant-based protein source for mayonnaise alternative 	<ul style="list-style-type: none"> Huge hit with “mayo-like” product Has received \$120MM in investment
 <p>FREE FLOW WINES</p>		<ul style="list-style-type: none"> Wine on tap 	<ul style="list-style-type: none"> Disruptive “wines on tap” delivery of wine to the consumer True innovator in the wine industry
		<ul style="list-style-type: none"> Non dairy cheeses and other products 	<ul style="list-style-type: none"> Changing the dairy landscape Funded by Khosla Ventures
		<ul style="list-style-type: none"> Plant-based nutritional shakes and other products 	<ul style="list-style-type: none"> First to market with better tasting, plant-based protein shakes VMG Partners / Whitewave (\$550MM)
		<ul style="list-style-type: none"> Plant-based protein hamburger alternative 	<ul style="list-style-type: none"> Focused on technology innovation in food 2016 will launch plant based hamburger product Has raised \$183MM

Food Industry Update

New & Alternative Financing Sources

Funding Source	Institutions	Comments	Recent Investments
JOBS Act Flexibility	U.S. Government	<ul style="list-style-type: none"> Enactment of the JOBS Act has enabled both companies and investors significantly more flexibility 	N.A.
Crowdsourcing	  	<ul style="list-style-type: none"> Crowdsourcing has fueled significant early-stage capital to thousands of startups and small businesses 	   
Family Offices	   	<ul style="list-style-type: none"> Family offices have emerged as significant investors in the private markets 	    
Traditional Venture Capital	    	<ul style="list-style-type: none"> Traditional VCs have entered the industry, investing huge amounts of capital into technology based platforms 	  