

J U
S T
Egg

Company

This is an egg.



The JUST Egg story

Founded to transform the food system for human and planet health

Why the egg? Eggs are the most ubiquitous protein on earth. We eat 1.2 trillion eggs every year, using 93 million acres of land and 51 billion gallons of water in the process. It takes 53 gallons of water to produce a single chicken egg. What if we cut out the middle-man (the chicken) to make the egg?

2011

Eat Just founded

We started with a simple question: Could we make delicious eggs from plants? And, in doing so, could we transform our food system for the health of our planet and our families.

We looked deeper at the technology hidden in plants all around us, and identified the one that magically scrambles just like an egg: the mung bean, a 4,400-year-old-legume used in cuisines around the world.

2019

JUST Egg launches in stores

After identifying the mung bean, it took an additional four years of research and development to identify the right proprietary steps to separate this magical protein without destroying its functionality.

In 2019, JUST Egg began hitting the market on grocery store shelves across the United States.

2022

JUST Egg sells the equivalent of 300 million chicken eggs.

And that adds up to real impact for the planet, people and chickens. By making our eggs from plants, we use 98% less water, 84% less land and create 93% fewer carbon emissions.

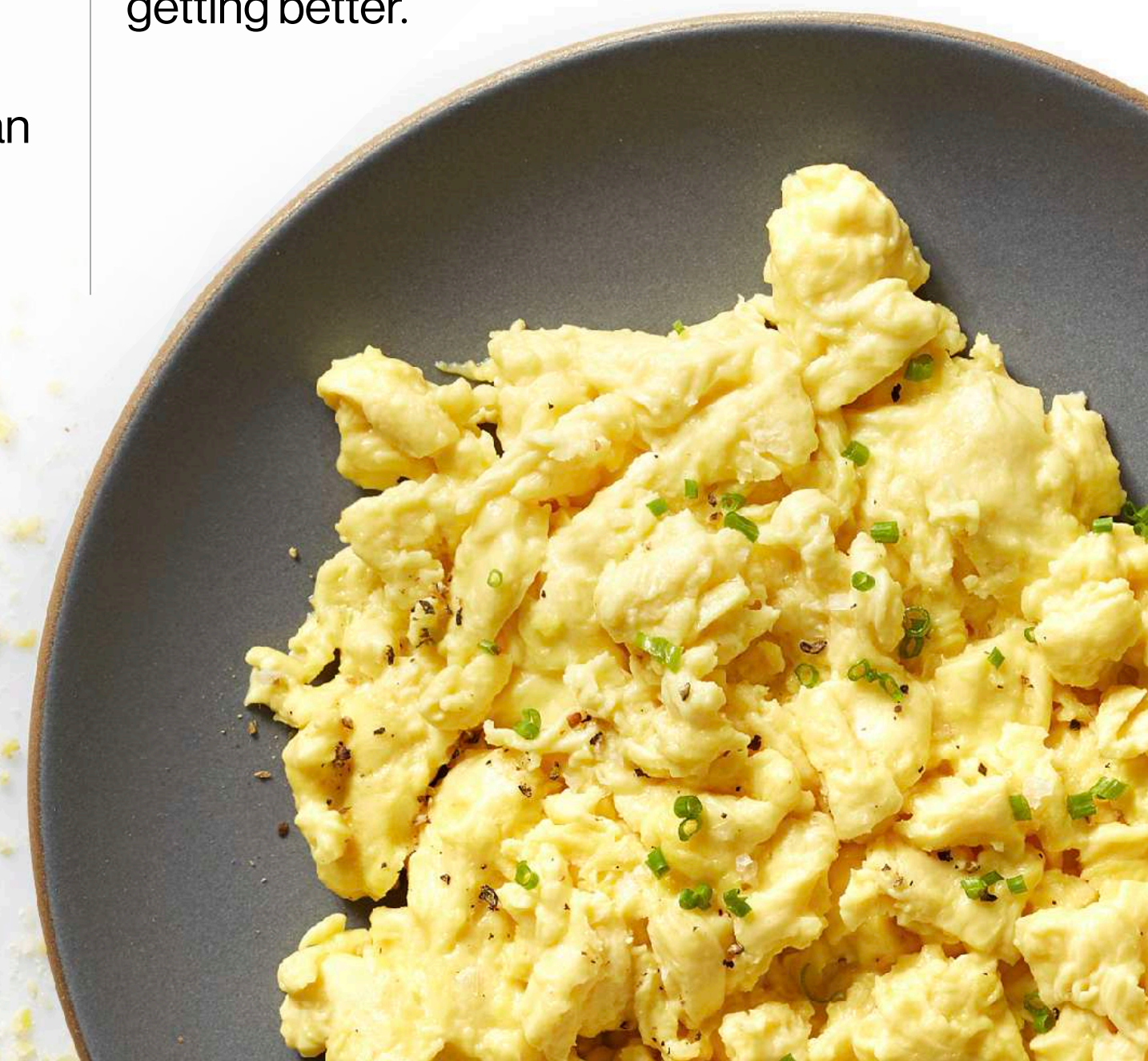
If that wasn't enough, JUST Egg has no cholesterol and 69% less saturated fat than chicken eggs.

2023

JUST Egg version 5.0 launching

JUST Egg scrambles. It fluffs. It makes quiches and frittatas so good you'll accidentally eat healthy. And, honestly, it tastes even better than a chicken egg.

And, each year, our product is only getting better.



Introducing JUST Egg

Made from plants

Developed more than nine years for human and planet health

Human health

Cholesterol-free, antibiotic-free, protein-packed and always non-GMO

Planet health

80%+ less land, water and carbon emissions than conventional eggs

Sensory

Similar flavor, texture and color to chicken eggs

Consumers

The vast majority of JUST Egg consumers also purchase animal protein.

Cost

Path to become the lowest-cost egg globally.



“

It's not every day you get to see something that blows your mind.

José Andrés

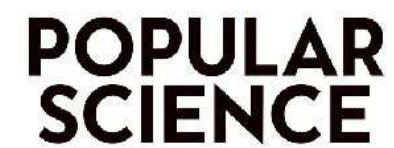
Award-winning chef and one of TIME's 100 most influential people



Top 50 Disruptors



100 Greatest Innovations



World Changing Idea



10 Smartest Sustainable Products



Best New Frozen Product



Best Plant-Based Protein



Best Frozen Product



Editor's Choice Winner



Frozen Breakfast Product of the Year



100 Best Vegan Products of All Time



JUST Egg continues to deliver distribution growth across channels

500M eggs sold

Retail points of distribution (North America)

48,000+



Foodservice/QSR points of distribution (North America)

3,300



Industrial points of distribution (North America)

10,000+



5000

million

Measuring the impact

500,000,000

500 million egg equivalents
We have now sold the JUST Egg equivalent of more than 500 million eggs.

18,300,000,000

18.3 billion gallons of water saved
The average industrially produced chicken egg takes 53 gallons of water to produce. By making JUST Egg directly from plants, we use 98% less water. We've saved the equivalent of 27,727 Olympic-sized swimming pools of water.

87,000,000

87 million kgs of CO2e emissions avoided
By making JUST Egg directly from plants, we use 93% less CO2e. That's equivalent to taking 18,913 cars off the road for a year.

27,727

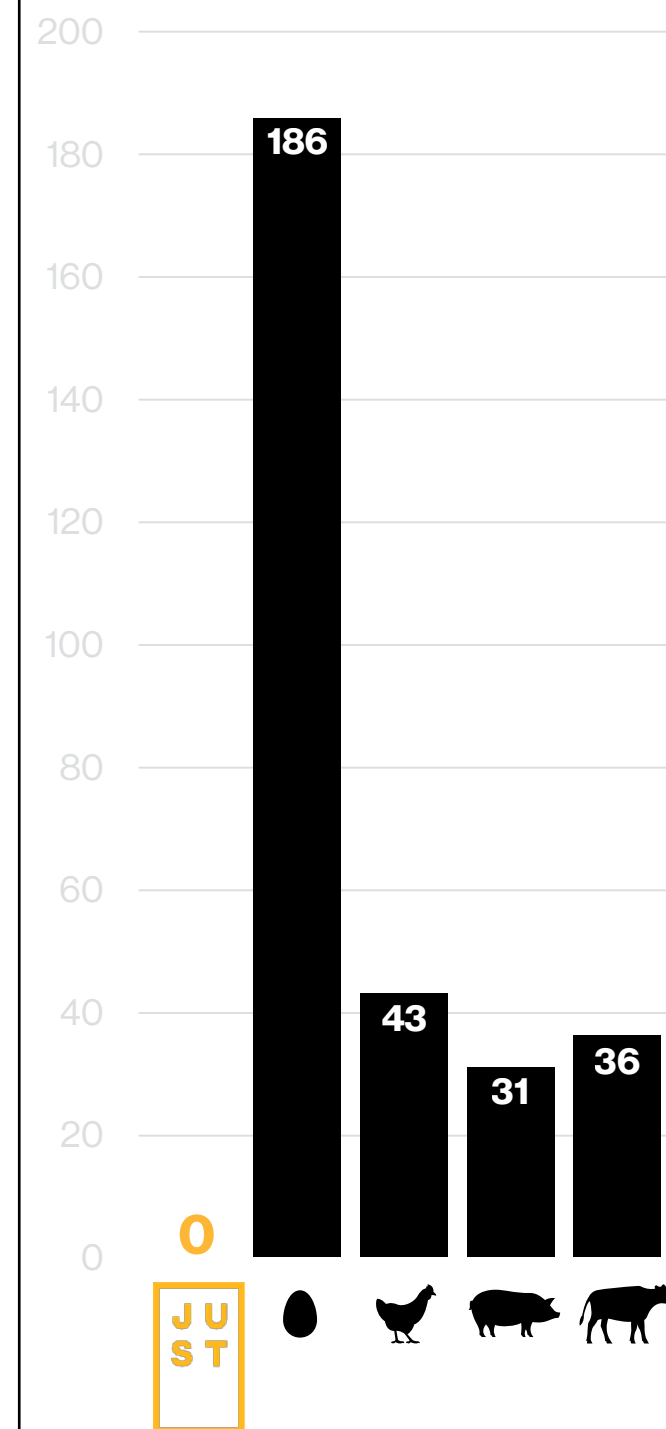
27,727 acres of land use avoided
Instead of using land to grow crops to feed chickens, we can make eggs directly from plants. We've already used 27,727 fewer acres of land.

JUST Egg has a smaller environmental impact than it's animal counterpart

Eggs are the largest source of protein on this planet. Differing from a traditional plant egg, JUST Egg uses less land and water and produces fewer carbon emissions than conventional eggs.

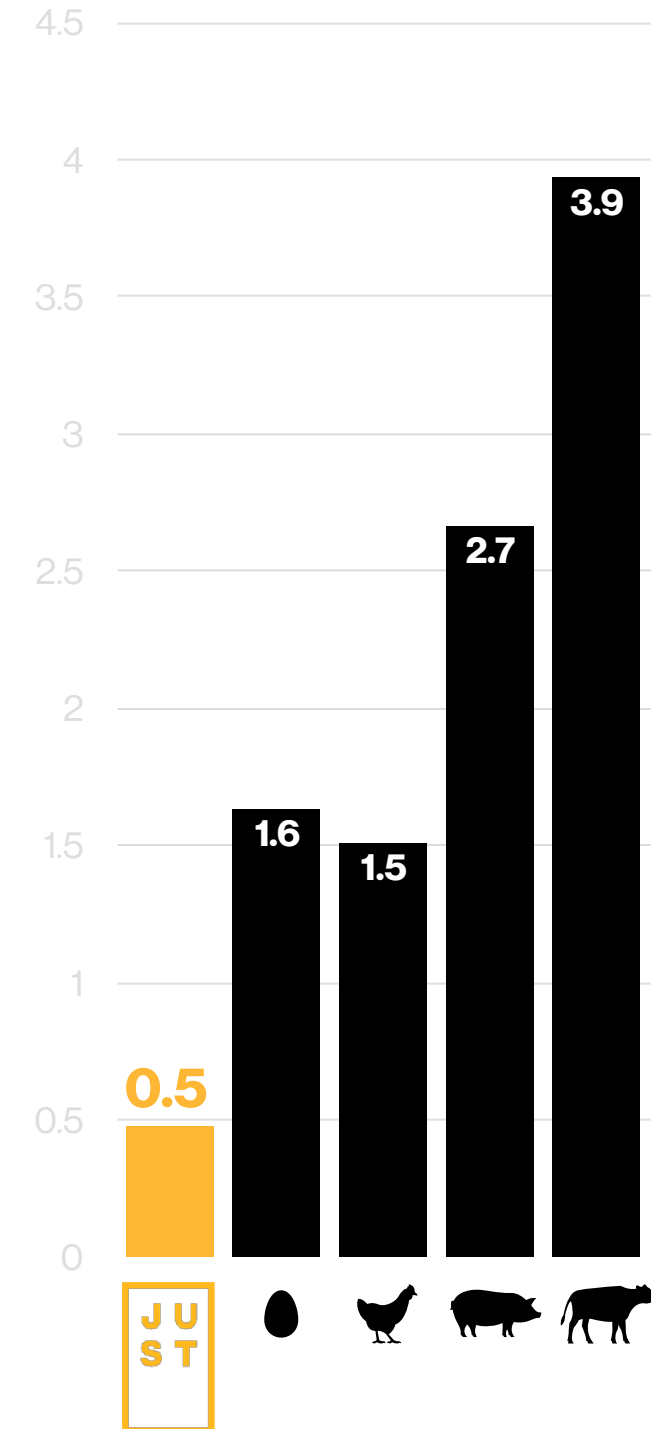
Human

Cholesterol (per 50g)¹



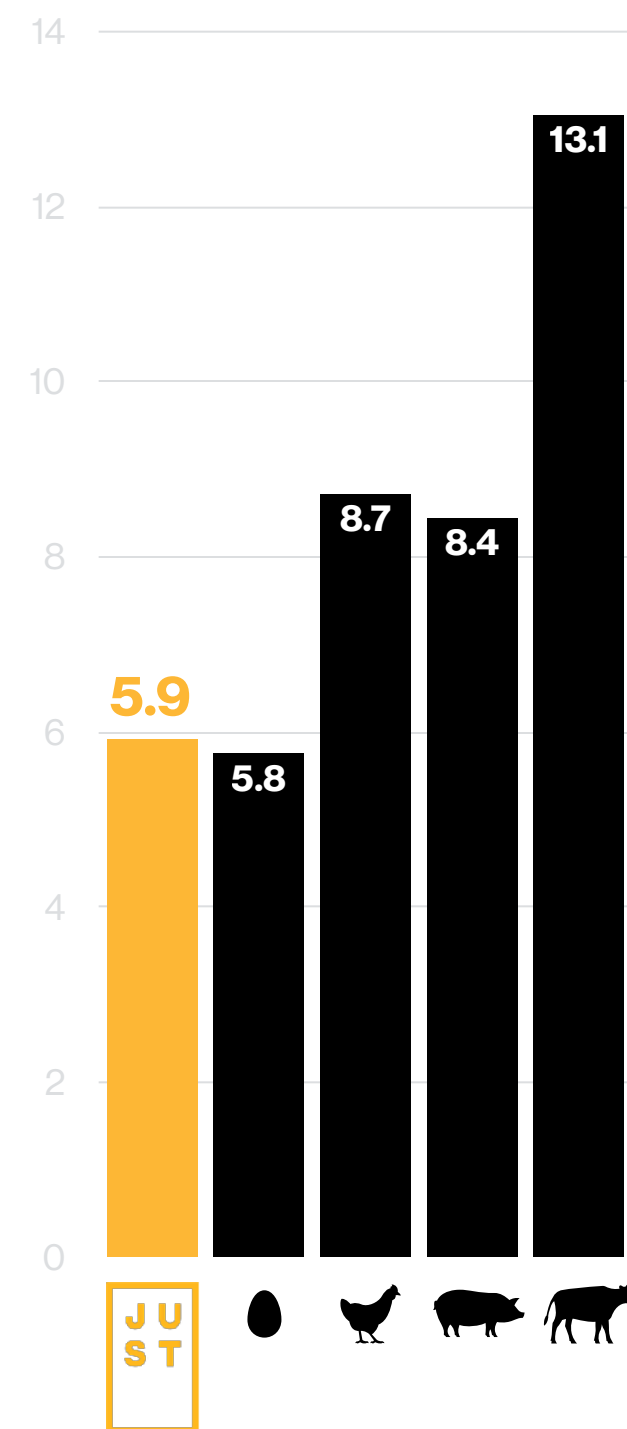
JUST Egg has 0% cholesterol compared to chicken eggs.

Saturated fat (per 50g)¹



JUST Egg has 69% less saturated fat than chicken eggs.

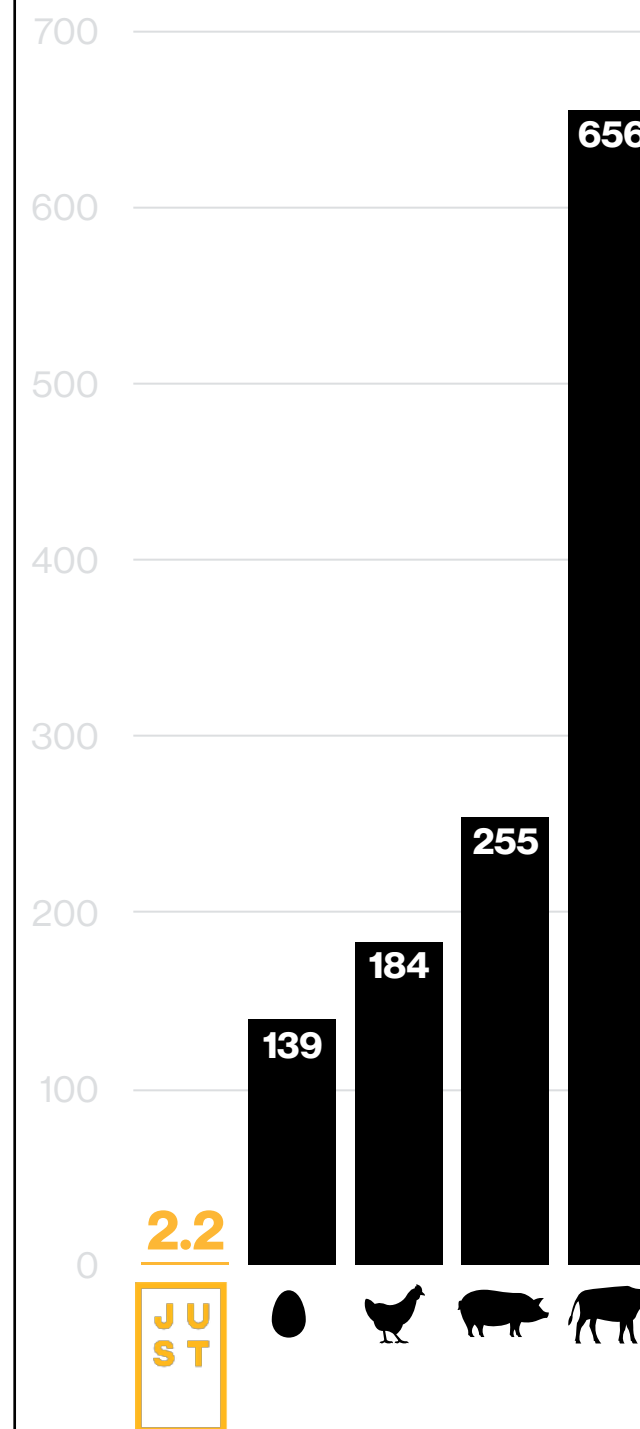
Protein (per 50g)¹



JUST Egg has about the same protein as chicken eggs.

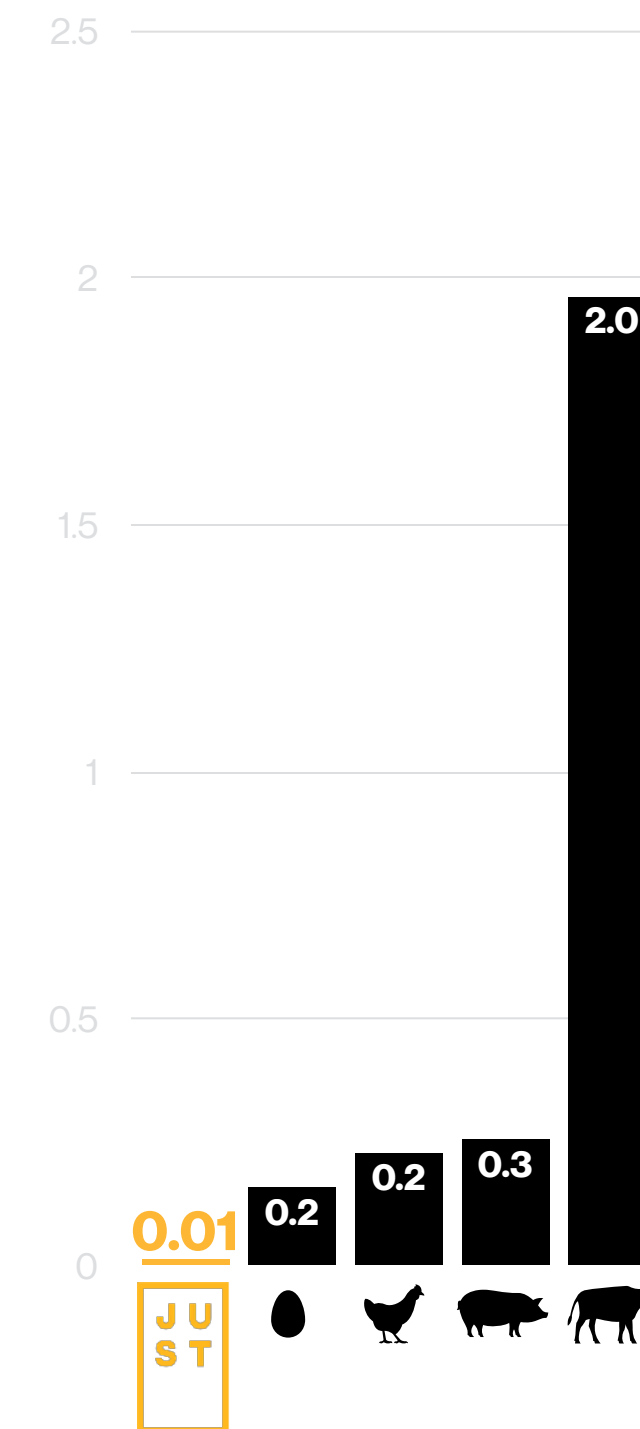
Planet

Water (L/1.5oz)²



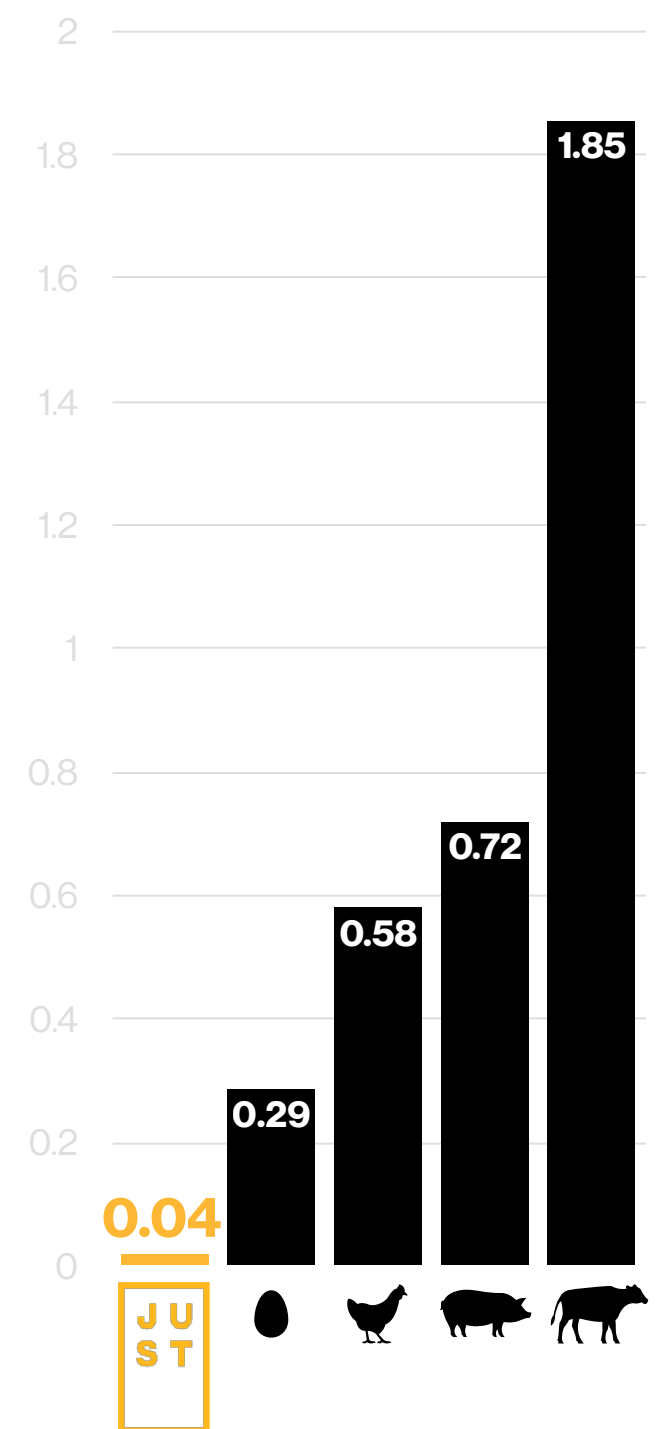
JUST Egg uses 98% less water than chicken eggs.

CO₂e (kg/1.5oz)³



JUST Egg has a 93% smaller carbon footprint than chicken eggs.

Land (m²/1.5oz)⁴



JUST Egg uses 86% less land than chicken eggs.

⁽¹⁾ Average nutritional of JUST Egg Liquid and JUST Egg Folded combined; egg, whole, cooked, hard-boiled; chicken, ground, raw; pork, fresh, ground, raw; beef (ground sirloin 90% lean, broiled patty)

⁽²⁾ Water Footprint ⁽³⁾ FAO ⁽⁴⁾ Deep Dyve

Products

The JUST Egg platform

Versatile

Convenient



JUST Egg

Makes the best scrambles, the most decadent quiches, the fluffiest omelettes and the most delicious cookies. It's why we think the best eggs are made from plants.

Refrigerated



JUST Egg Folded

Convenient eggs you can pop in a toaster. This fluffy plant-based egg immediately upgrades any breakfast sandwich with a whole lot of eggy goodness.

Frozen



JUST Egg Breakfast Burrito

A complete, convenient breakfast that's ready to heat and eat. Plant-based, premium, and delicious. Available in classic Skillet, Chili Crisp, and Southwest flavors.

Frozen

JUST Egg

2019 Launch

What is it

We love eggs. We love the way they scramble, the way they fluff, the way they taste better when they're made from plants. Yes, we said it, and we'll say it again: The best eggs come from plants. JUST Egg is a plant-based egg that's better for the planet, for our bodies and for the birds, too. Find it in the Egg set.

What you can make

Use it to make pillowy omelettes, delicious French toast and scrambles so good you'll accidentally eat healthy.

Nutritional

Plant-based, 7g of Protein/Serving, Cholesterol-free, Non-GMO, Egg-free, Dairy-free, No artificial flavors.

Sustainability

Uses less water, land and carbon emissions than conventional chicken eggs.



JUST Egg Folded

2020 Launch

What is it

For those mornings when you're rushing to put breakfast on the table for your kids or for when that cup of coffee hasn't yet kicked in, JUST Egg Folded makes breakfast practically unskippable. Find it in the Frozen aisle.

What you can make

It's ideal for breakfast sandwiches but also great on ramen noodles or in fried rice. Simply pop it in a toaster, microwave, oven or skillet, a better breakfast has never been easier. Ready in 3-4 minutes.

Nutritional

Plant-based, 6g of Protein/Serving, Cholesterol-free, Non-GMO, Egg-free, Dairy-free, No artificial flavors.

Sustainability

Uses less water, land and carbon emissions than conventional chicken eggs.



JUST Egg Burritos

Breakfast, handheld.

A complete, convenient breakfast that's ready to heat and eat. And with JUST Egg you know it won't be like every other breakfast burrito. We're bringing you plant-based, premium, and healthier breakfasts that will make you stock your freezer for morning after morning – and maybe for lunch too.

Breakfast skillet

JUST Egg with potato, mushroom, bell pepper, broccoli, dill



Chili Crisp

JUST Egg with mushroom, edamame, carrot, roasted red pepper, spicy chili crisp sauce



Southwest

JUST Egg with brown rice, black beans, poblano, southwest chipotle sauce



Frozen insights

Consumers are looking for convenient and healthy plant-based options

Consumers are prioritizing meals that are convenient and better for you

33%

of all US shoppers are active plant-based users.
Another 20% are “light” users.

55%

of plant-based consumers said they would like more prepared meals made with alternative proteins

66%

of plant-based consumers incorporate plant-based foods into the breakfast meal occasion daily or weekly.

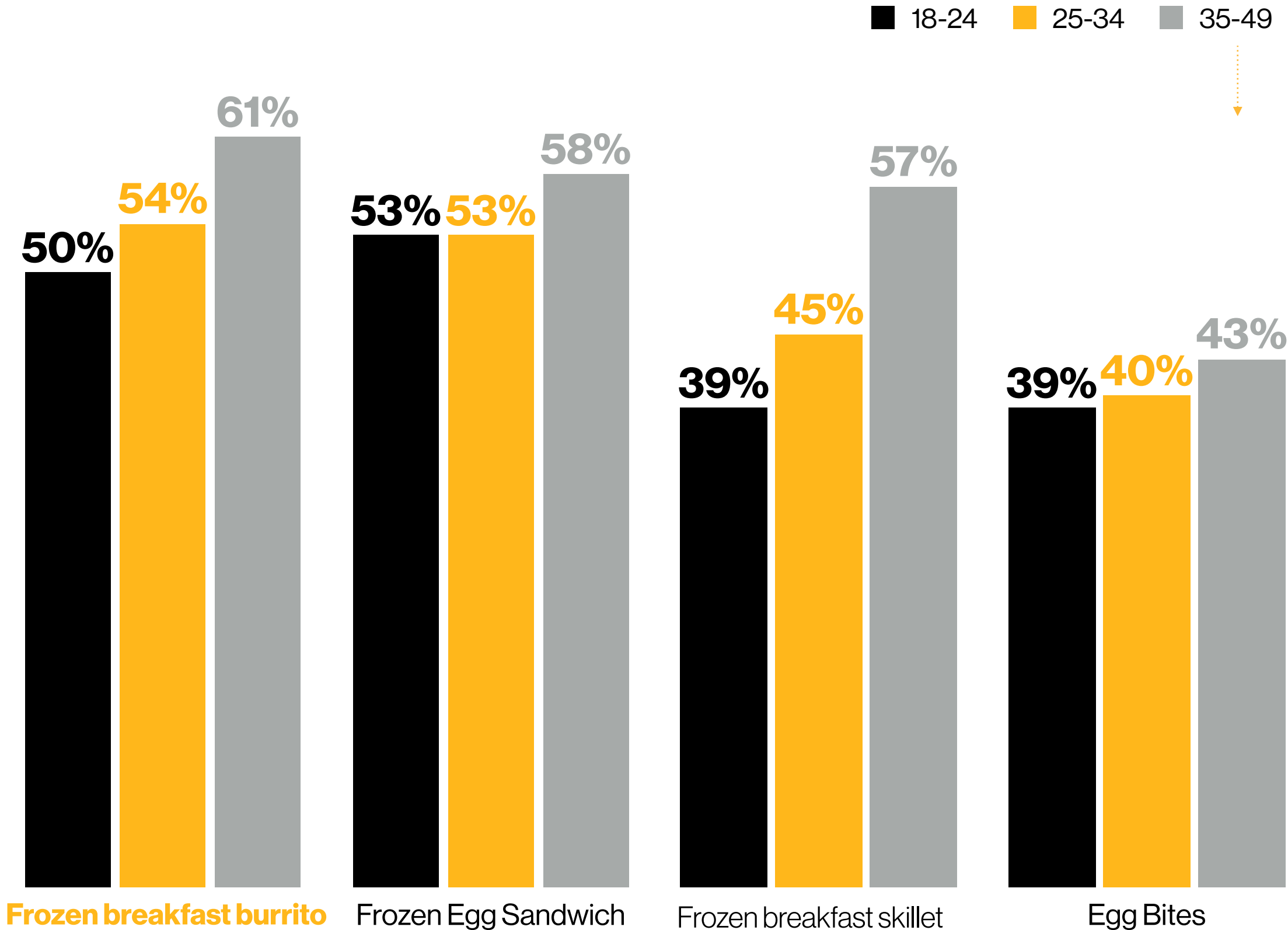
55%

of plant-based consumers cite physical health and specifically heart health as a deciding factor in dietary choices

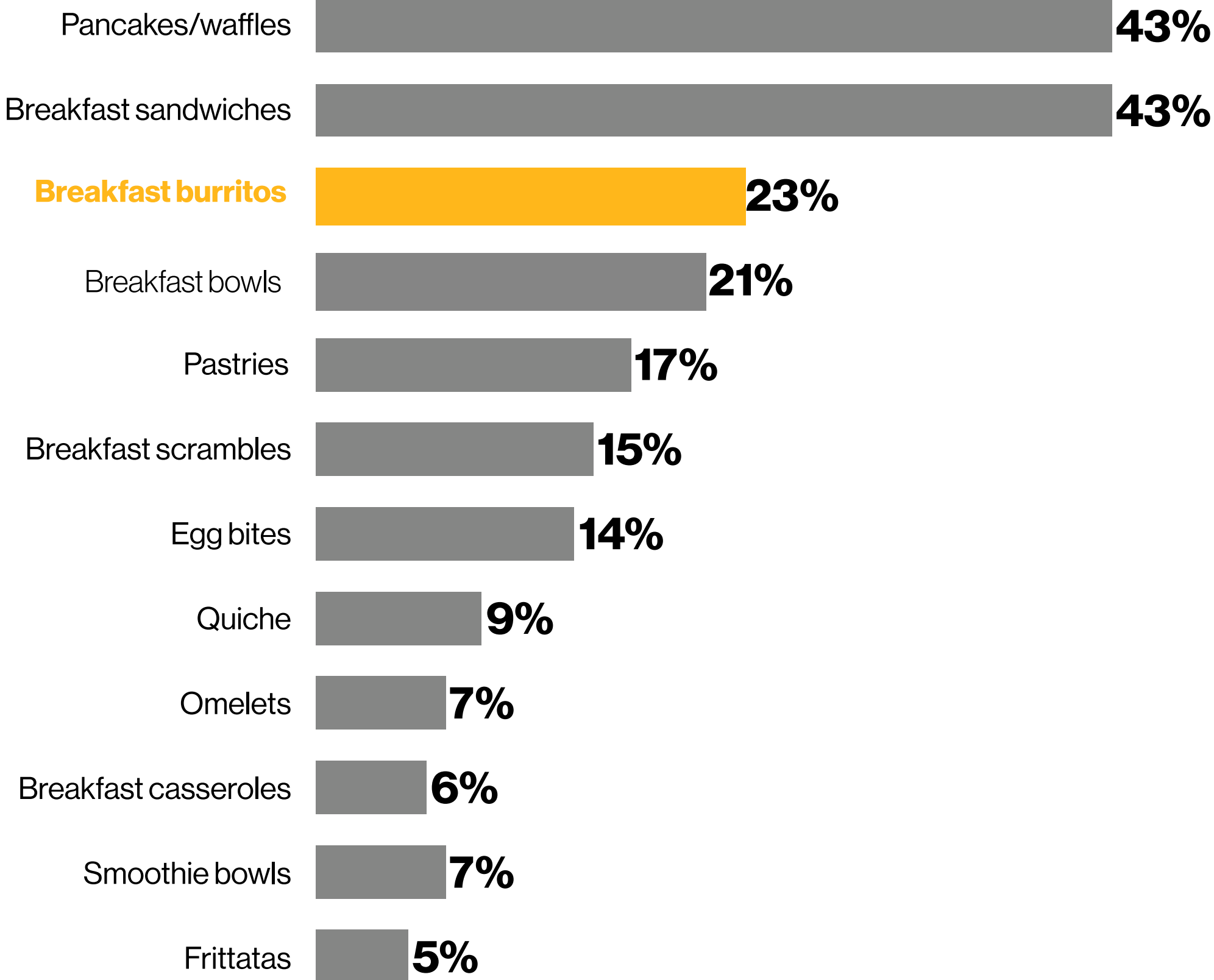


Younger consumers demand quality and convenient breakfast burrito options

Of the following products, which would you be interested in purchasing?



Of the following products, which have you purchased in the past year?



Suzy, Online Survey, Frozen Breakfast & Shelled Egg Buyers (P6M), N=1011, 7/14/22
Stacked Insights on the State of Breakfast, Numerator Insights, August 2022

Numerator "Frozen JUST Egg Frozen Meals A&U" Survey, OCTOBER 2022, N=1829, among plant-based consumers who purchase frozen

Current brands in market are not delivering on performance and taste

Consumers are demanding flavorful, quality and convenient plant-based options.



“**very bland!** needs more seasoning/ flavor...”

“If you are someone who cannot tolerate any spice or sauces and prefer a **very bland**, straightforward taste, this will probably appeal to you. But I highly advise avoiding the microwave; even following the microwave instructions to a T, the burrito came out crisp on one side and doughy on the other.”



“I added salt and pepper to make it more palatable and that worked but **won't order again.**”

“It doesn't taste all that good but it is edible and can be remedied by hot sauce. **It doesn't taste like a breakfast burrito** though.”



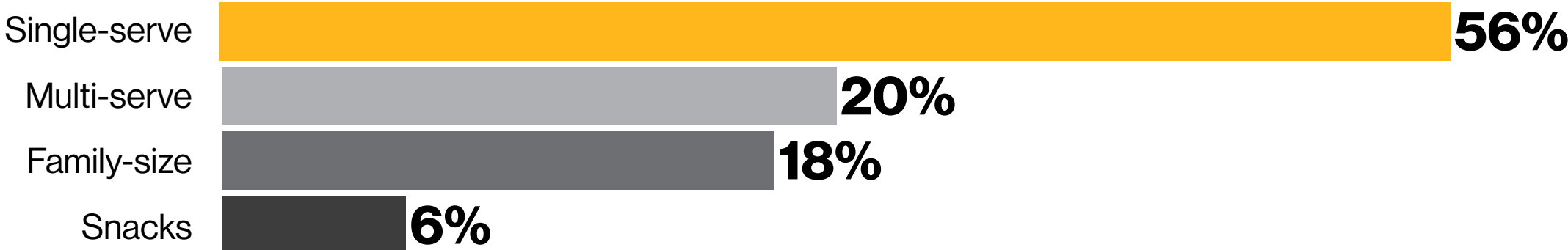
“... it's bland and does not taste good... if “machine made food” was a vegan burrito this would be it. It's 2021 and **there is no excuse for a vegan product to taste like it was made in the 1990's** before flavor and texture matching was a thing.”

“I'm sorry but... this is probably **the worst breakfast burrito I've ever tasted.**”

Breakfast burritos address plant-based consumers' need for convenience and health

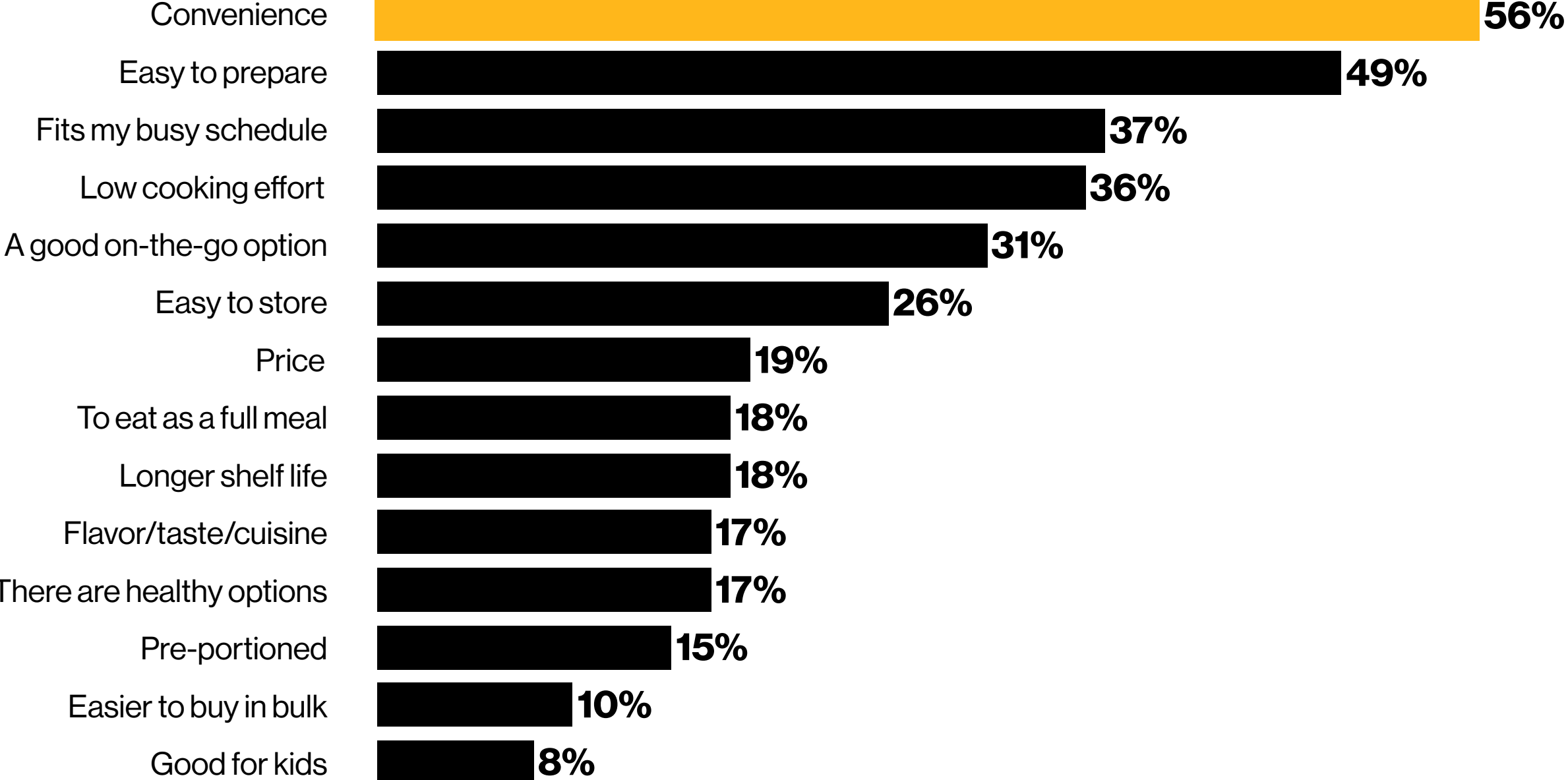
What is your preferred frozen meal size to purchase?

Among plant-based consumers who purchase frozen foods



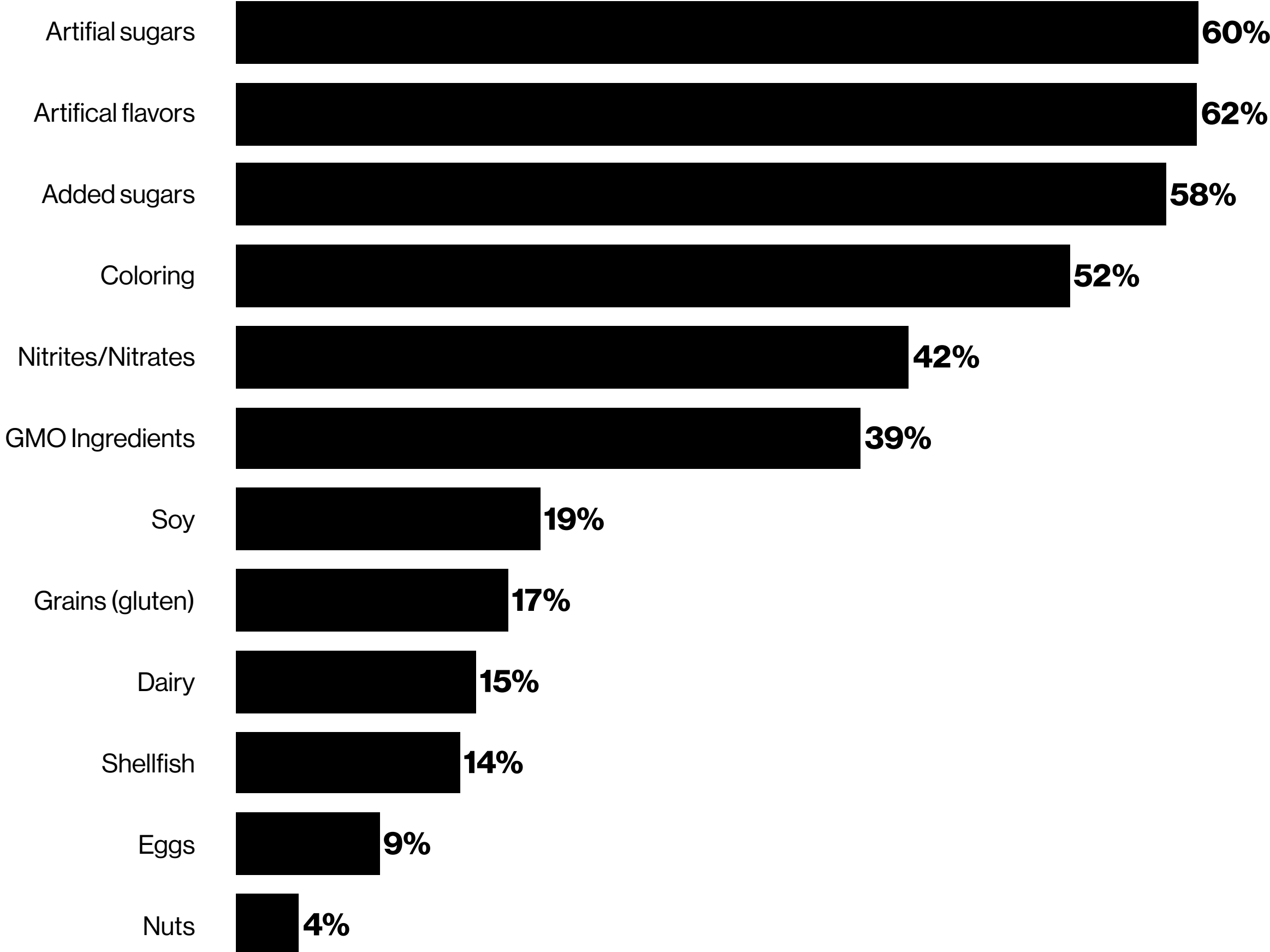
Which of the following are reasons why you purchase frozen meals?

Among plant-based consumers who purchase frozen foods



Which of these ingredients, if any, do you try to avoid when purchasing frozen lunch/dinner meals or frozen breakfast food?

Among plant-based consumers who say ingredients are important to them.

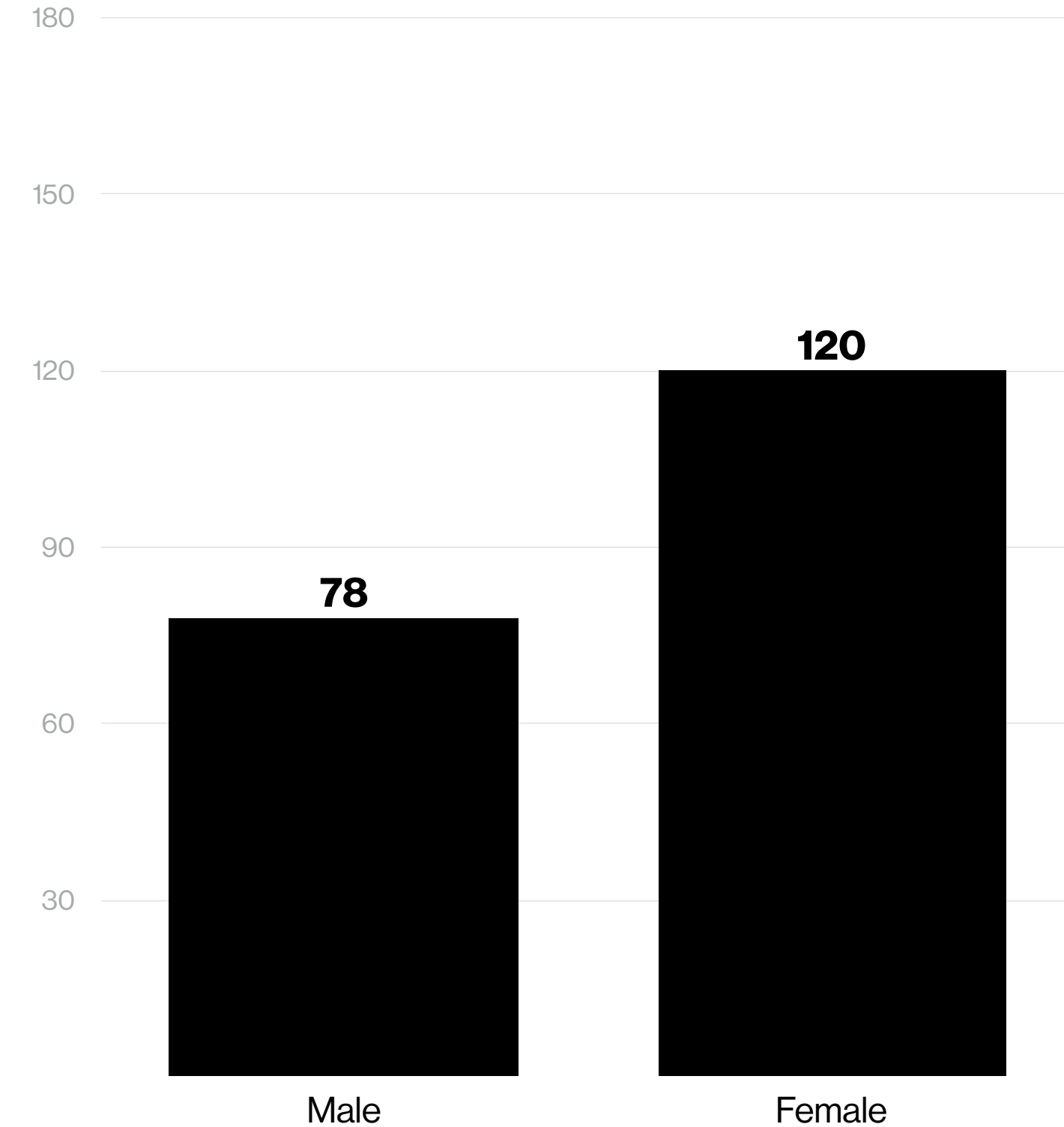


JUST Egg Demographics: JUST Egg attracts plant-based loyalists, which make up about 11% of the total U.S. population

These consumers have a high awareness of plant-based brands, deep engagement in the segment, and motivated by environmental & ethical concerns. They over index younger, female, and more diverse.

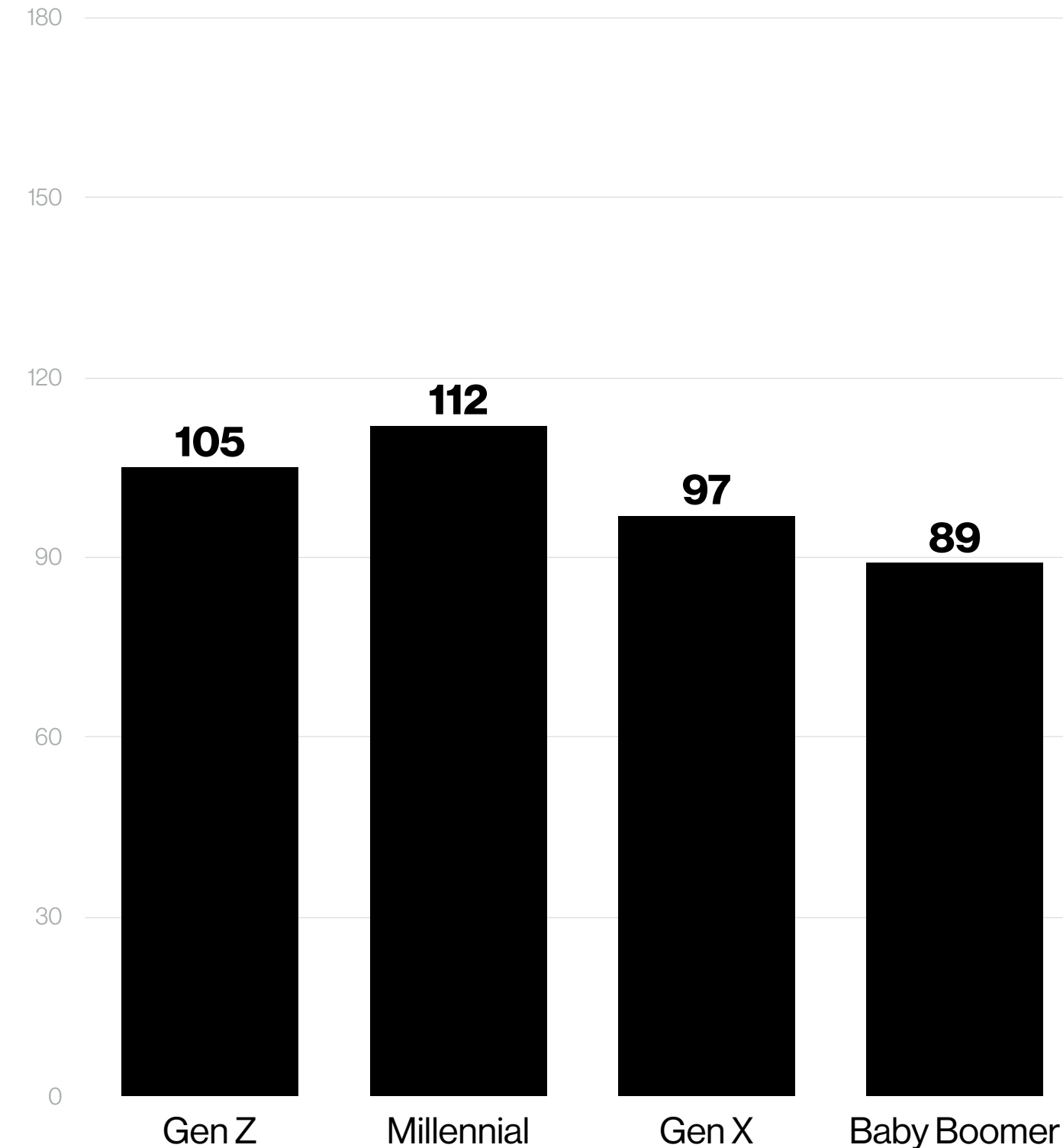
Gender

Index of loyalists to US general population



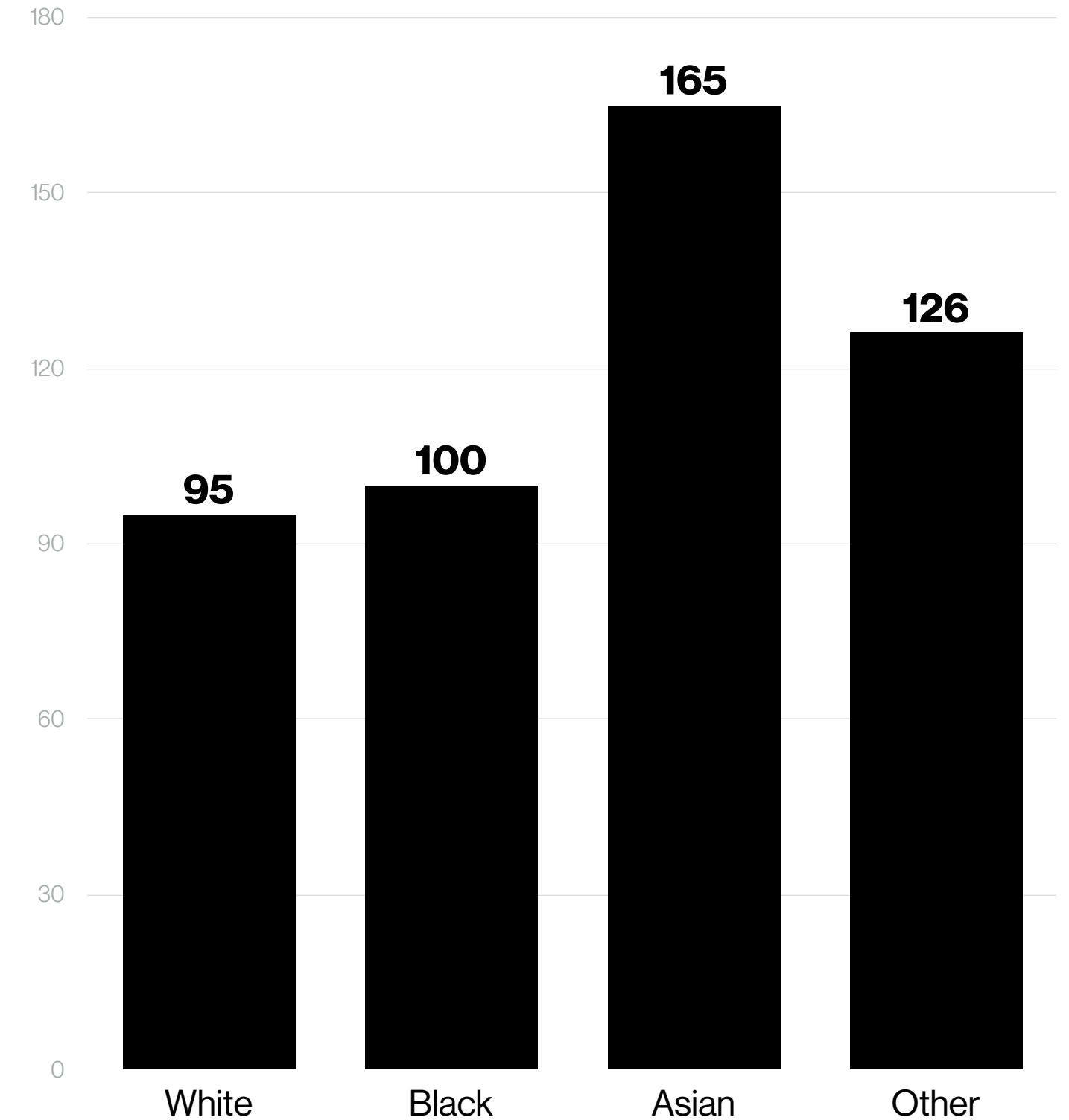
Age

Index of loyalists to US general population



Ethnicity

Index of loyalists to US general population

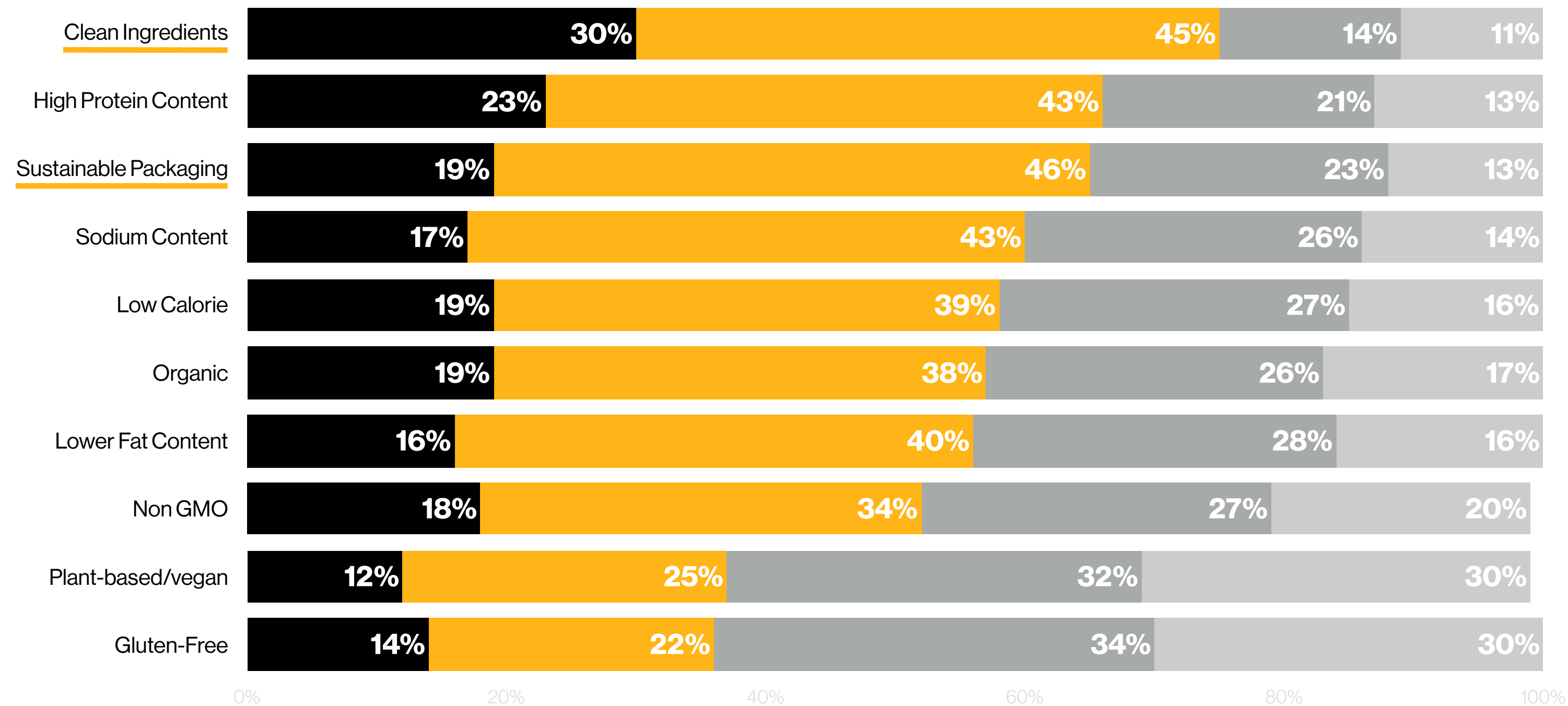


The JUST Egg brand brings in younger consumers, as they are more engaged with sustainable consumption

■ Very Important
 ■ Important
 ■ Unimportant
 ■ Not at all important

What nutrition or packaging claims are most important when purchasing?

Total Respondents, Gen Z, N=1032



46% of Gen Zers regularly buy food products labeled as "natural", 34% buy food with "clean ingredients" and 28% regularly buy food labeled "organic"

70% of Gen Zers have given "a lot" or "a little" thought about if their food and beverages were produced sustainably

75% of Gen Zers value clean ingredients as very important or important

70% of Gen Zers have given "a lot" or "a little" thought about if their food and beverages were produced sustainably

Source: Food Insights
Suzy, "Grocery Shopping Product Considerations" Survey, October 2022, N=1092

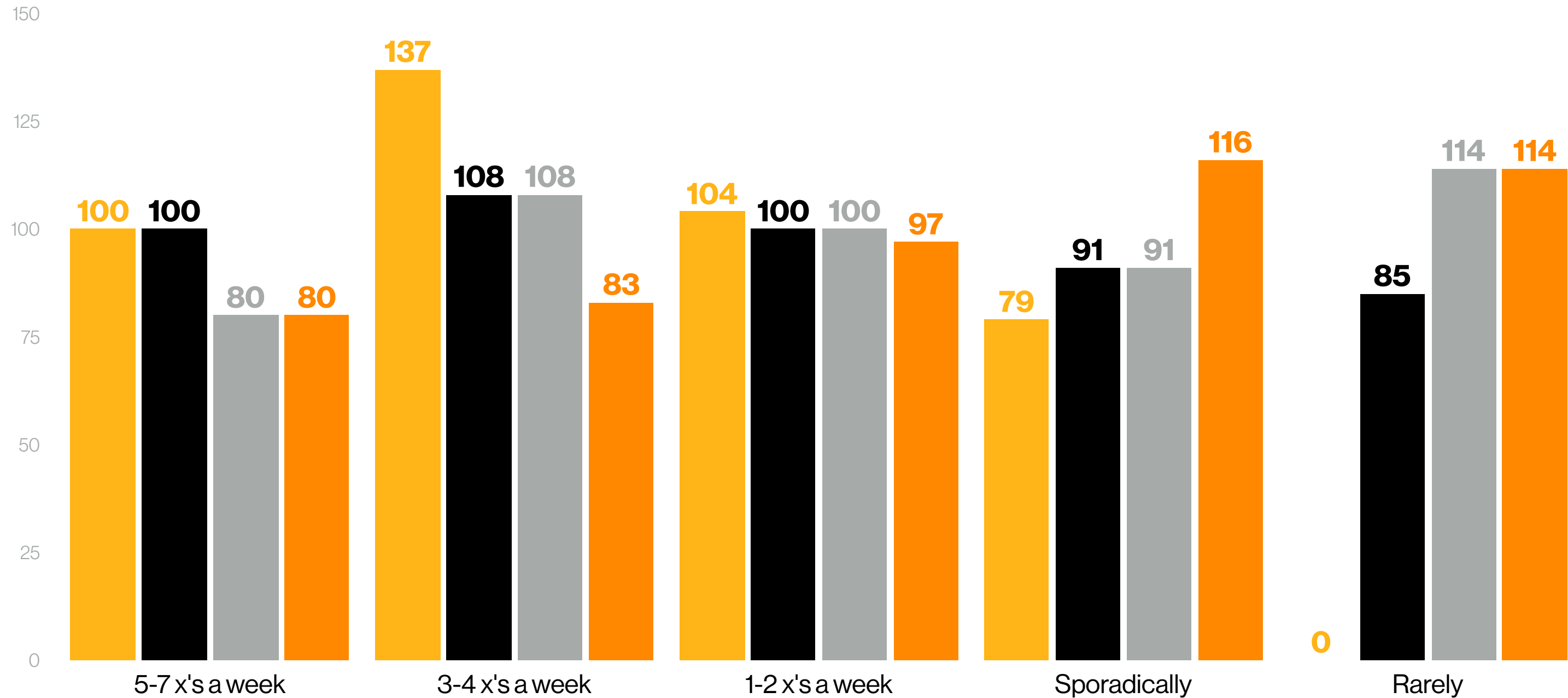
The Frozen Breakfast Category over-indexes for younger consumers

Younger consumers are more likely to be heavier plant-based purchasers

■ Gen Z ■ Millenials ■ Gen X ■ Boomers+

During a normal week, how often do you and/or your family consume frozen lunch/dinner meals or frozen breakfast food?

Index of demos to total participants, N=1220



Young consumers are heavy plant-based purchasers

Younger consumers are the key JUST Egg demographic. Younger consumers over index in plant-based consumption and Gen Z consumers who shop in the Frozen Breakfast Category over index for 3-4x's a week consumption.

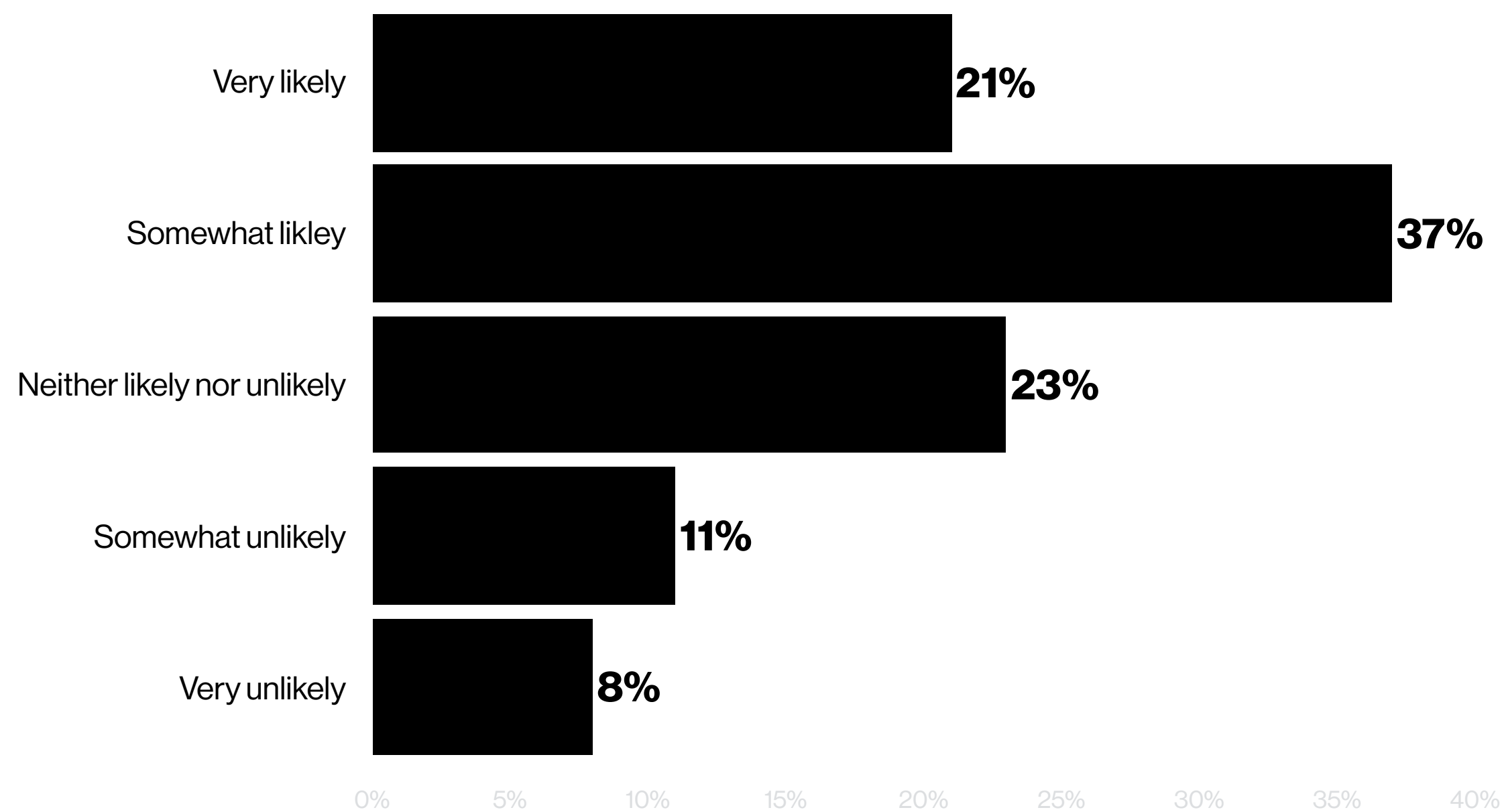
Numerator "Frozen JUST Egg Frozen Meals A&U" Survey, OCTOBER 2022, N=1829
 Numerator Health Survey for JUST Egg, February 2022, N=2,051

A majority of consumers are interested in healthy, plant-based frozen meals

Amongst our core consumers, over half of them would be likely to purchase if frozen meals with plant-based eggs were released

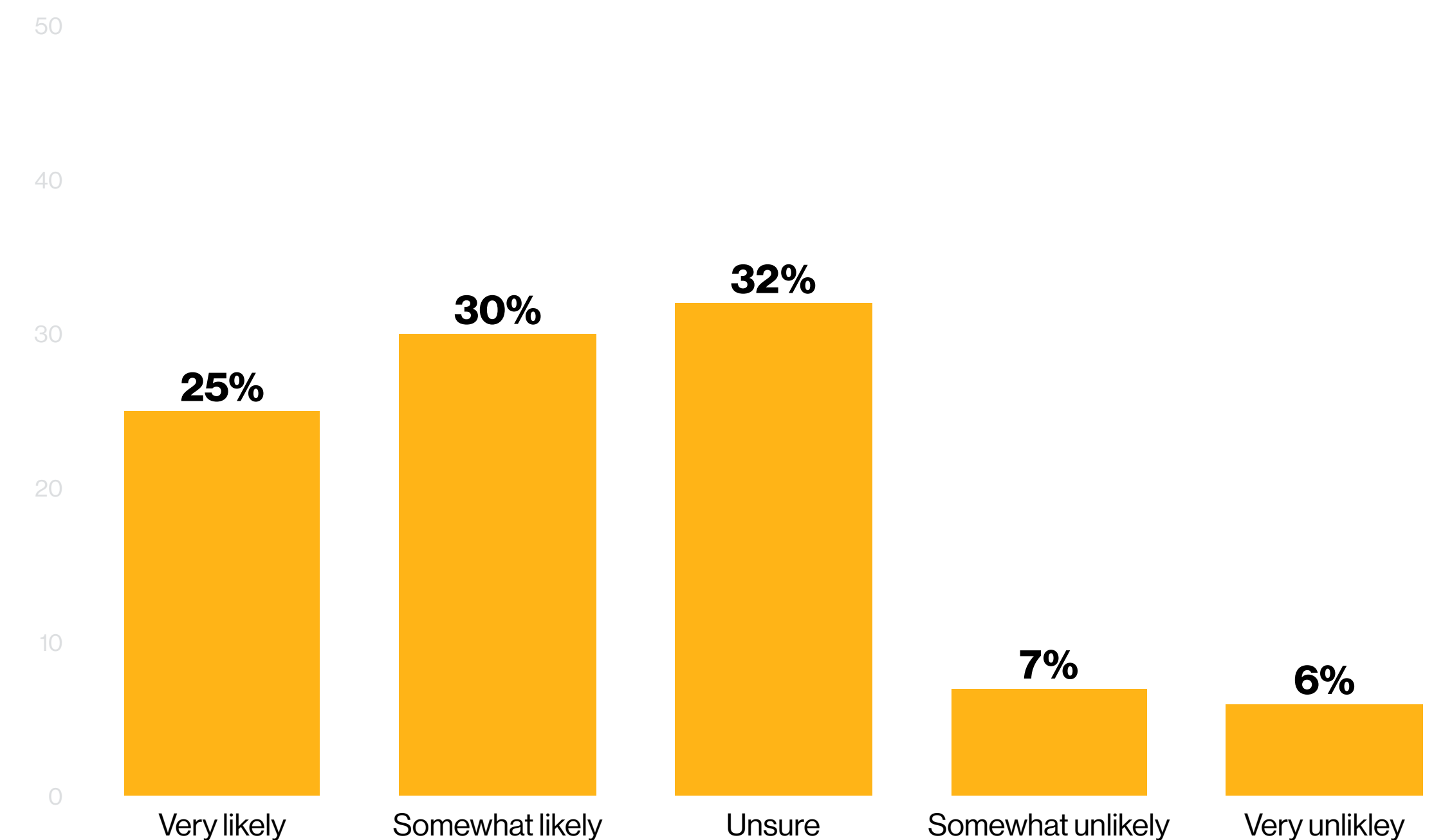
If there was a healthy plant-based frozen lunch/dinner meal or frozen breakfast food available, how likely are you to purchase a frozen meal or entree?

Total Numerator Respondents, N=1829



If a line of frozen meals were to be released that used plant-based eggs, how likely would you be to purchase?

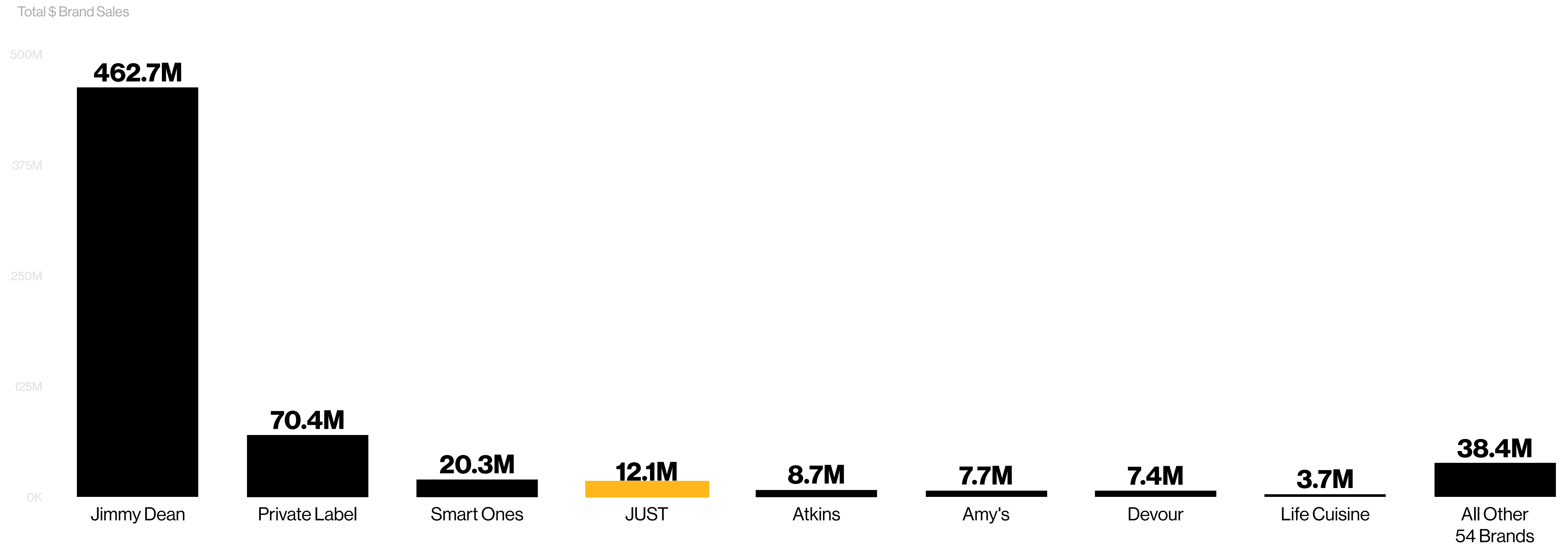
Core Consumers, N=122



Numerator "Frozen JUST Egg Frozen Meals A&U" Survey, October 2022, N=1829

Despite the desire for plant-based meals, the frozen breakfast space is dominated by convenience brand Jimmy Dean

JUST Egg fills the gap for consumers who are seeking convenience as well as a better-for-you option



Nielsen POS, Total US AOC, Frozen Breakfast Meals & Combos, latest 52 weeks ending in 12/31/22

Performance

Folded Performance

JUST Egg Folded is one of the strongest performing frozen breakfast items in market



Performance

The #1 performing SKU in dollar sales in the frozen breakfast at a major natural retailer.



Brand Loyalty

JUST Egg is one of the leading brands in the frozen breakfast set in brand loyalty.



Category Expansion

JUST Egg Folded drives current purchasers to increase their basket size.

JUST Egg Folded is a core plant-based breakfast product

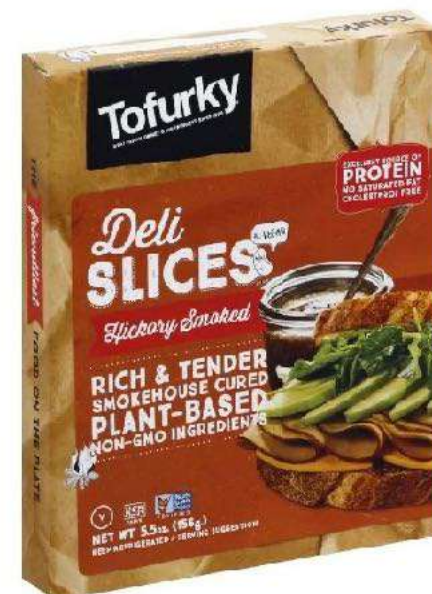
Consumer's enjoy the customizability of JUST Egg, driving larger basket sizes when purchasing ingredients

Basket Analysis at a Major National Retailer

Frozen Items Frequently Purchased with JUST Egg Folded



Refrigerated Items Frequently Purchased with JUST Egg Folded



Major National Retailer Basket Data

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JUST Egg Folded brings new consumers to the frozen category

Source of JUST Folded Dollar Sales in the past year



Category Expansion

Share of JUST sales that came from consumers spending more in the category

71%

Switching to Plant-Based

Share of sales from consumers that switched from other brands to purchase JUST

16%

New Category Buyers

Percent of sales coming from new buyers JUST brought to the category

13%

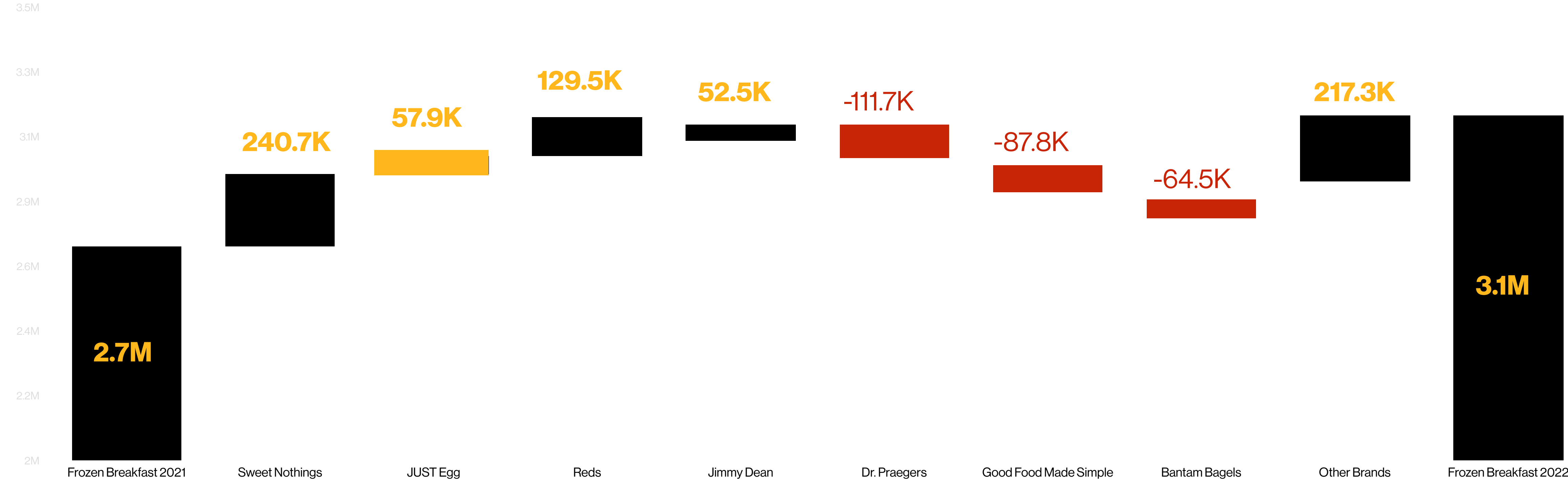
Performance: Natural Channel

The natural channel has seen healthy growth in the frozen breakfast category, up 16% YOY

JUST Egg makes up 13% of the unit growth within the category

Frozen Breakfast Unit Growth in the Natural Channel from 2021 to 2022

Yearly Unit Sales



SPINS, Total U.S. Natural Channel, Frozen Breakfast, Latest 52 Wks - W/E 01/1/23

JUST Egg Folded is the #1 frozen breakfast item in the Natural Channel

And has one of the highest shelf efficiencies than other leading frozen breakfast brands



#2 in \$/TDP

In frozen breakfast in the Natural channel, ACV>2

9% of the total category sales come from JUST Egg Folded

From over 400+ SKUs

| Sales Rank | Item |
|------------|--|
| #1 | JUST Egg Folded |
| #2 | Amy's Tofu Scramble 9oz |
| #3 | Claras Kitchen Wrap 8oz |
| #4 | Galant Bennys Egg Chile Wrap 8oz |
| #5 | Red's Eggwich Turkey Sausage 3.9oz |
| #6 | Mason Dixie Breakfast Sandwich 4.7oz |
| #7 | Start Right Sausage Waffle Sliders 9.7oz |
| #8 | Start Right Waffle Sandwich 9oz |

SPINS, Total Natural Enhanced Channel, Frozen Breakfast Entrees latest 52 weeks ending in 1/1/23



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#2 best selling brand in the frozen breakfast set in the Natural Channel

JUST Egg is the 2nd best selling brand in the frozen breakfast set with only 4 frozen breakfast SKUs on market



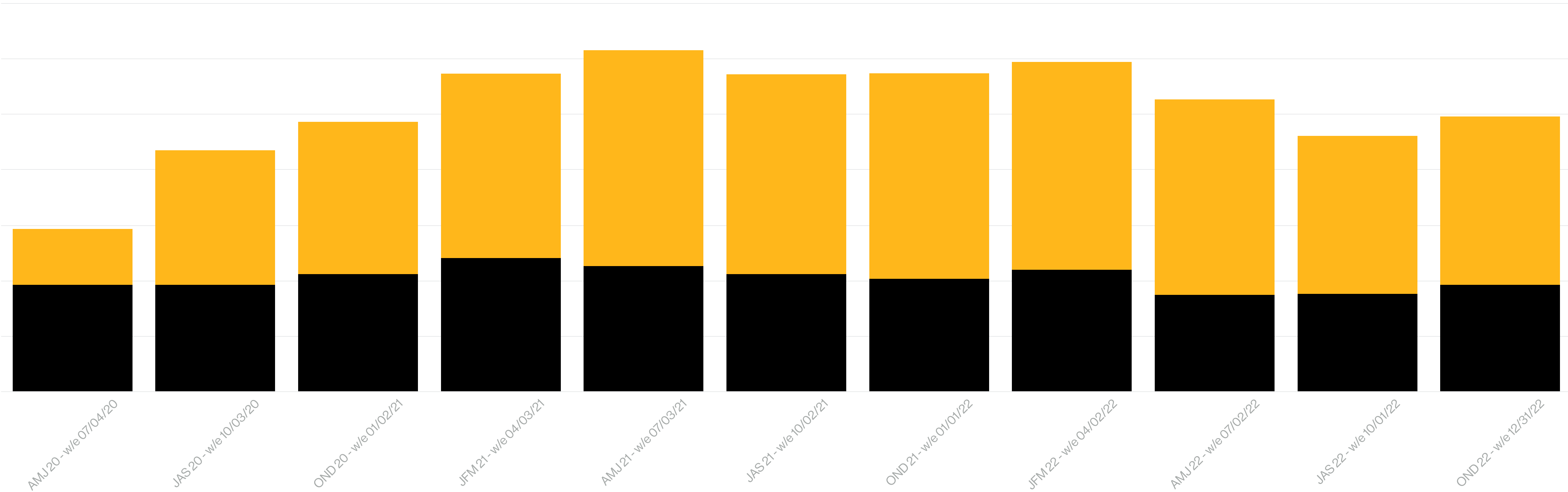
| Sales Rank | Brand | Number of SKUS |
|------------|-----------------|----------------|
| #1 | Jimmy Dean | 71 |
| #2 | JUST Egg | 4 |
| #3 | Reds | 13 |
| #4 | Sweet Nothings | 11 |
| #5 | Amy's Kitchen | 7 |
| #6 | Start Right | 4 |
| #7 | Sambazon | 6 |
| #8 | Mason Dixie | 4 |

SPINS, Total US Natural Channel, Frozen Breakfast Entrees, latest 52 weeks ending in 1/1/2023

JUST Egg products drove the growth of the frozen breakfast category at a natural retailer, making up over 60% of the category unit sales

■ Total Frozen Breakfast Meals/Combos(x JUST Egg) ■ JUST Egg

Total Unit Sales at a Natural Retailer for Frozen Breakfast Meals and Combos



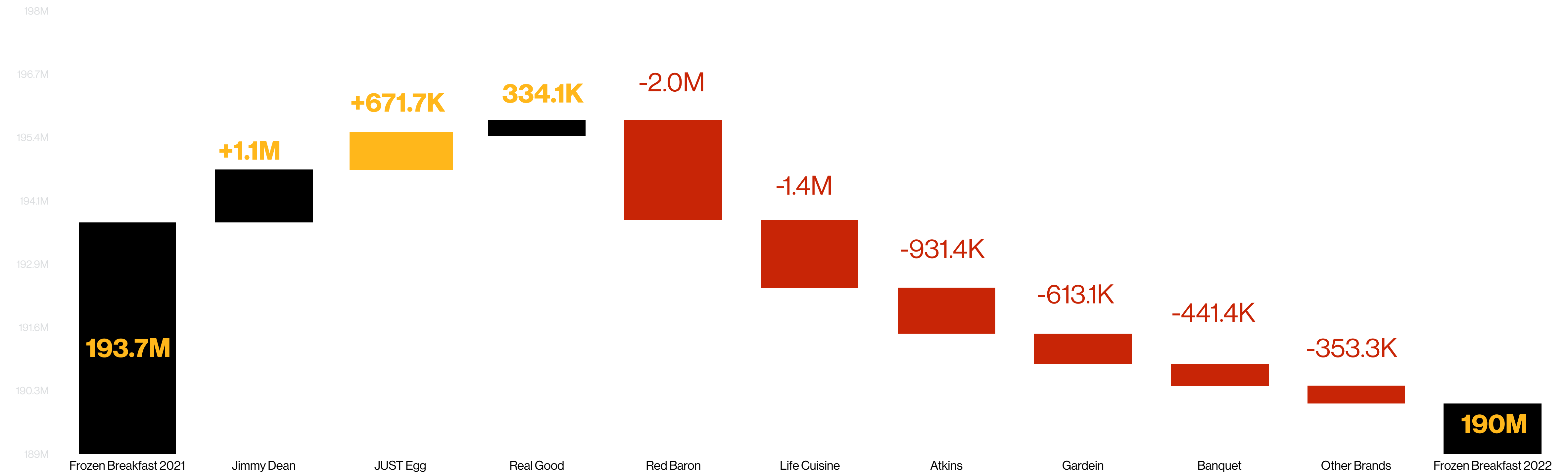
Nielsen, Major Natural Retailer, Frozen Breakfast Meals/Combos, Latest 2 year quarters, ending in 12/31/22

Performance: Conventional Channel

Within the frozen breakfast set, JUST Egg is a leader in unit growth in a slowed category

Frozen Breakfast Unit Growth from 2021 to 2022

Yearly Sales



Nielsen POS, Total U.S. x AOC, Frozen Breakfast Meals/combo, Calendar Year 2022, W/E 012/31/22

JUST Egg is #3 in sales

JUST Egg is the 3rd largest frozen breakfast brand in the U.S.



| \$ Sales | Brand |
|-----------|-----------------|
| #1 | Jimmy Dean |
| #2 | Smart Ones |
| #3 | JUST Egg |
| #4 | Atkins |
| #5 | Amy's |
| #6 | Devour |
| #7 | Life Cuisine |

Nielsen POS, Total U.S. x AOC, Frozen Breakfast Meals/Combos, ex private label, 2022 year weeks ending in 12/31/2022

JUST Egg drives unit growth in the frozen breakfast set

JUST Egg was the second highest brand for overall unit growth



| Unit Change YA | Brand |
|----------------|--------------------|
| #1 | Jimmy Dean |
| #2 | JUST Egg |
| #3 | Real Good |
| #4 | Zatarain's |
| #5 | Screamin' Sicilian |
| #6 | Caulipower |
| #7 | Devour |

Nielsen POS, Total U.S. x AOC, Frozen Breakfast Meals/Combos, Calendar year 2022, weeks ending in 12/31/2022

JUST Egg Folded is the #12 frozen breakfast item

And is one of the top brands in a Jimmy Dean dominated category

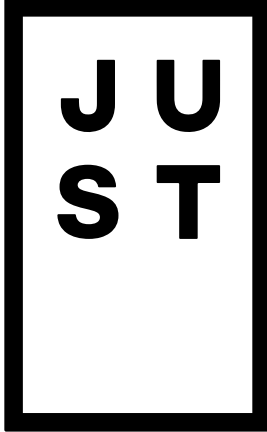


| Sales Rank | Item |
|------------|---|
| #1 | Jimmy Dean Meat Lover Bowl 7oz |
| #2 | Jimmy Dean Breakfast Bowl Egg Bacon Cheese 7 oz |
| #3 | Jimmy Dean Breakfast Bowl Egg Sausage Cheddar Cheese 7 oz |
| #4 | Jimmy Dean Breakfast Bowl Egg, Bacon, Sausage 56 oz |
| #5 | Jimmy Dean Egg White and Turkey Sausage 7oz |
| #6 | Jimmy Dean Potato, Steak Bowl 7oz |
| #7 | Jimmy Dean Sausage, Ham, Bacon, Hashbrowns 15 oz |
| #8 | Jimmy Dean Breakfast Bowl Egg and Potato and Ham 8 oz |
| #9 | Smart Ones Scrambled Egg Bowl 6.49oz |
| #10 | Jimmy Dean Breakfast Bowl Potato Egg Cheese 7 oz |
| #11 | Jimmy Dean Skillet Add Eggs Bag 16 oz |
| #12 | JUST Egg Folded |

Nielsen POS, Total U.S. x AOC, Frozen Breakfast Meals/Combos, Calendar year 2022, weeks ending in 1/23/2022

Among the top selling frozen breakfast brands, JUST Egg has the second highest brand loyalty among it's consumers, yet only 4 SKUs

Customers opt to purchase JUST Egg over two thirds of the time when shopping the category



Jimmy Dean

| | |
|----------------------------|-------|
| \$ per MM/ACV/Item | 68.5 |
| Repeat Rate | 49.7% |
| \$ Share of Requirements | 80.1 |
| Unit Share of Requirements | 75.0 |

JUST Egg

| | |
|----------------------------|-------------|
| \$ per MM/ACV/Item | 25.0 |
| Repeat Rate | 40.1% |
| \$ Share of Requirements | 65.9 |
| Unit Share of Requirements | 64.4 |

Amy's

| | |
|----------------------------|-------|
| \$ per MM/ACV/Item | 22.4 |
| Repeat Rate | 40.6% |
| \$ Share of Requirements | 64.3 |
| Unit Share of Requirements | 58.4 |

Smart Ones

| | |
|----------------------------|-------|
| \$ per MM/ACV/Item | 28.5 |
| Repeat Rate | 45.1% |
| \$ Share of Requirements | 41 |
| Unit Share of Requirements | 49.0 |

Atkins

| | |
|----------------------------|-------|
| \$ per MM/ACV/Item | 20.6 |
| Repeat Rate | 30.9% |
| \$ Share of Requirements | 29.9 |
| Unit Share of Requirements | 22.8 |

Nielsen Panel, Total U.S. HS, Total Egg Category, Latest 52 Wks - W/E 012/31/22
 Share of Requirements Definitions: total unit (or \$) purchases of the brand by households that buy the brand divided by the Total unit (or \$) purchases in the category by those households during the relevant time period. This amounts to market share among buying households and indicates brand loyalty.

Marketing



Yo chicken eggs,
we got it from here.



POPP

Positioning

Meet consumers where they are: busy, fatigued and craving comfort. While well-intentioned, our target consumers can't always think planet/health first.

Make their decision easy and proud to be a part of our brand.

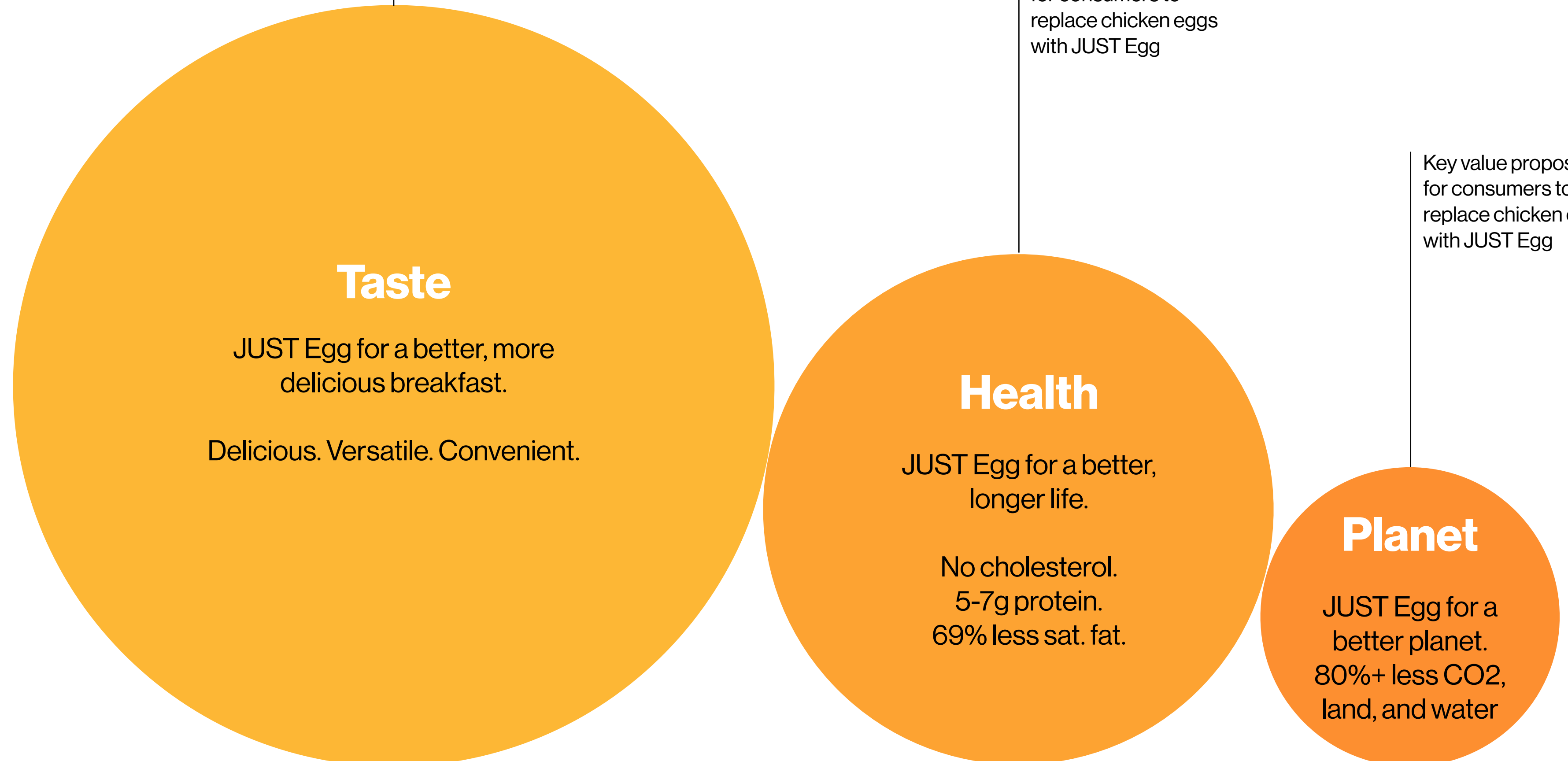
87% Agree taste is most important factor in trying new products¹

73% Would not try a plant-based product if it didn't taste as good as the original animal product²

Taste and versatility key hurdle to drive interest in and consideration of JUST Egg

Key value propositions for consumers to replace chicken eggs with JUST Egg

Key value propositions for consumers to replace chicken eggs with JUST Egg



Me

We

1 - Food Information Council
2 - Kerry Foods

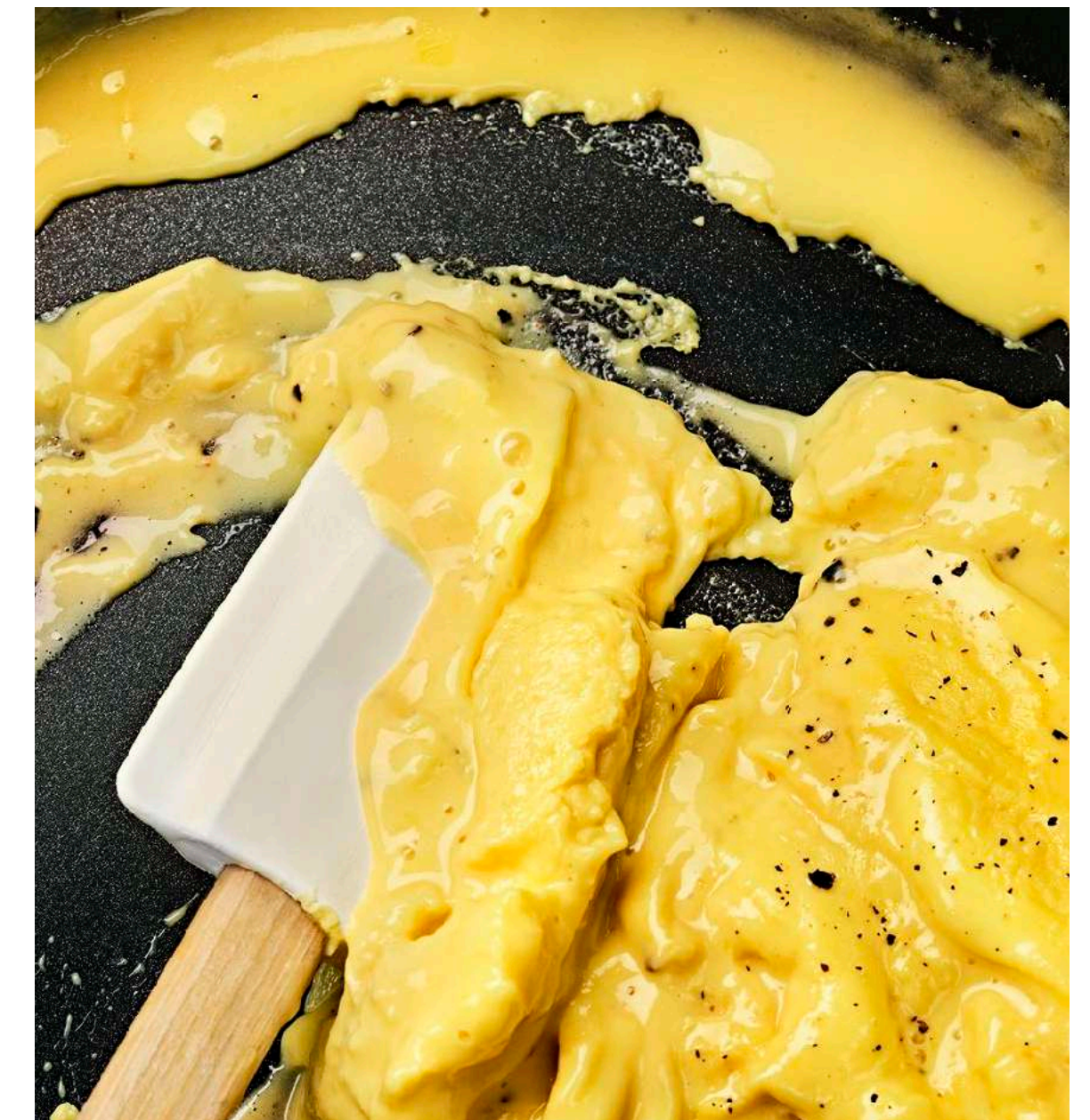
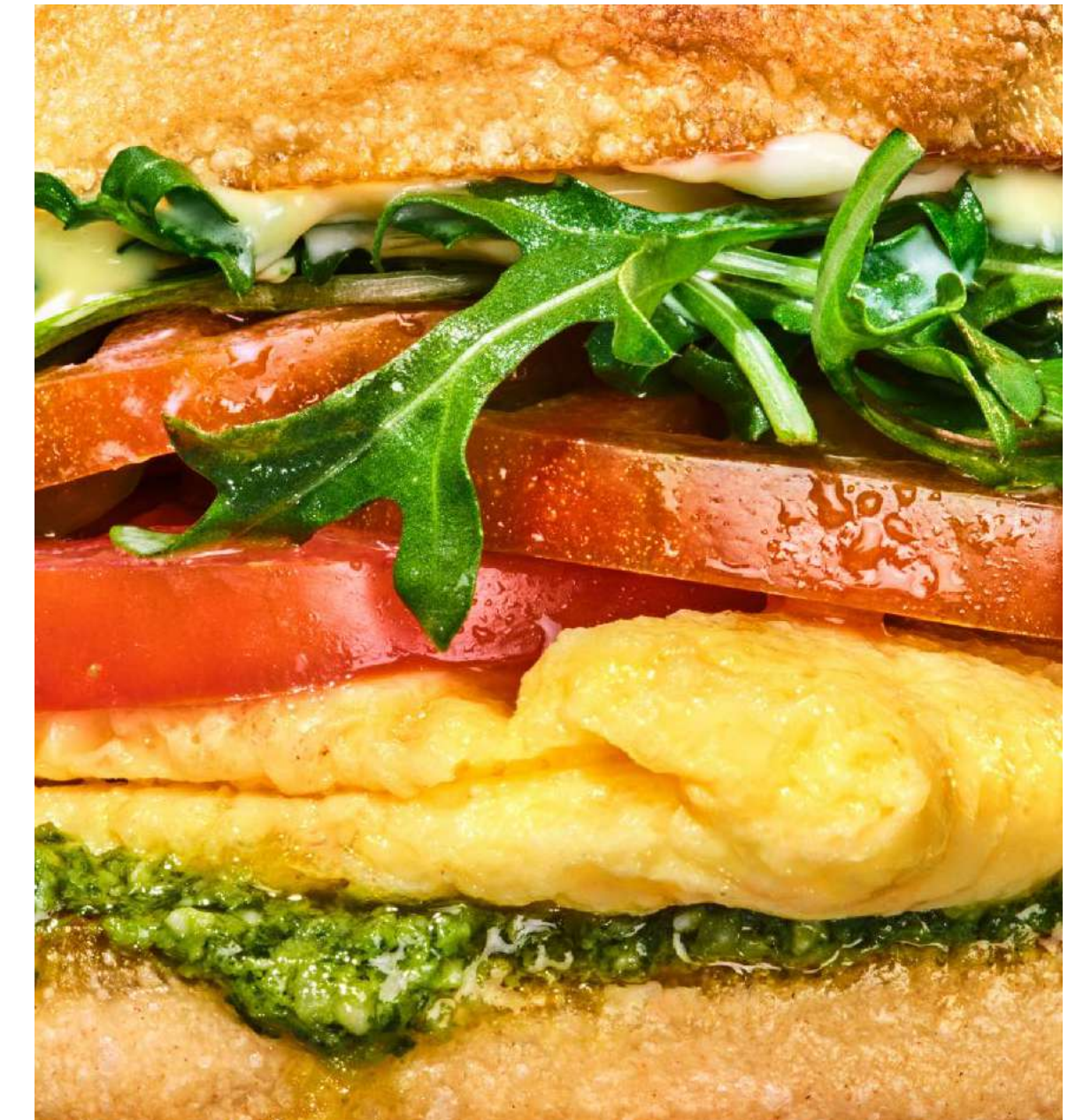
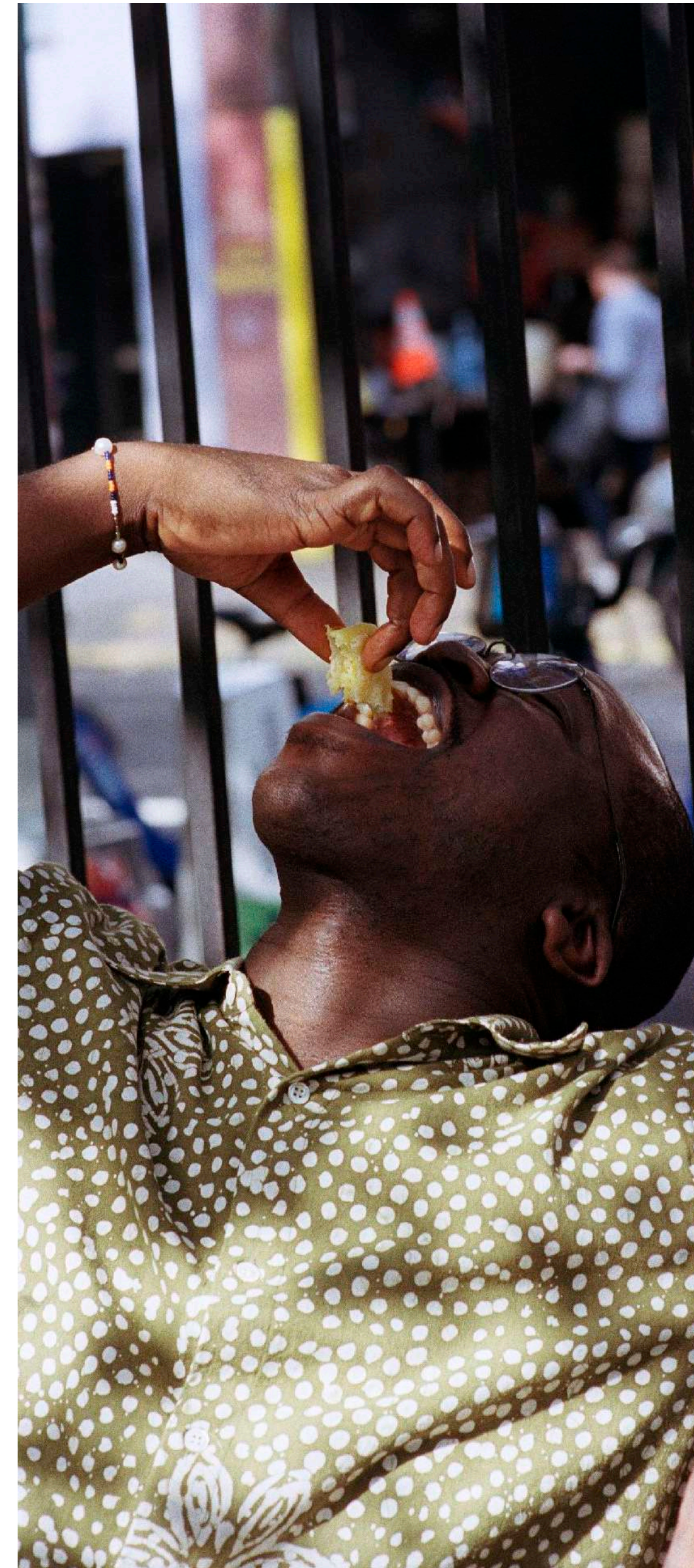
Really good eggs, from plants

We make delicious eggs.

Yes they're made from plants. And we care about that a lot, but honestly, you don't have to.

We're on a mission to create a healthier and more just food system that we know humanity desperately needs right now. And if that's your thing, too, that's cool.

But if you just want to eat great eggs because life is hectic, and you got four hours of sleep, and the fate of the world isn't necessarily top of mind every morning when you're trying to make a healthy breakfast for your toddler, or your girlfriend's parents or yourself – then we see you, and we get it, and we're still giving you the best eggs ever.

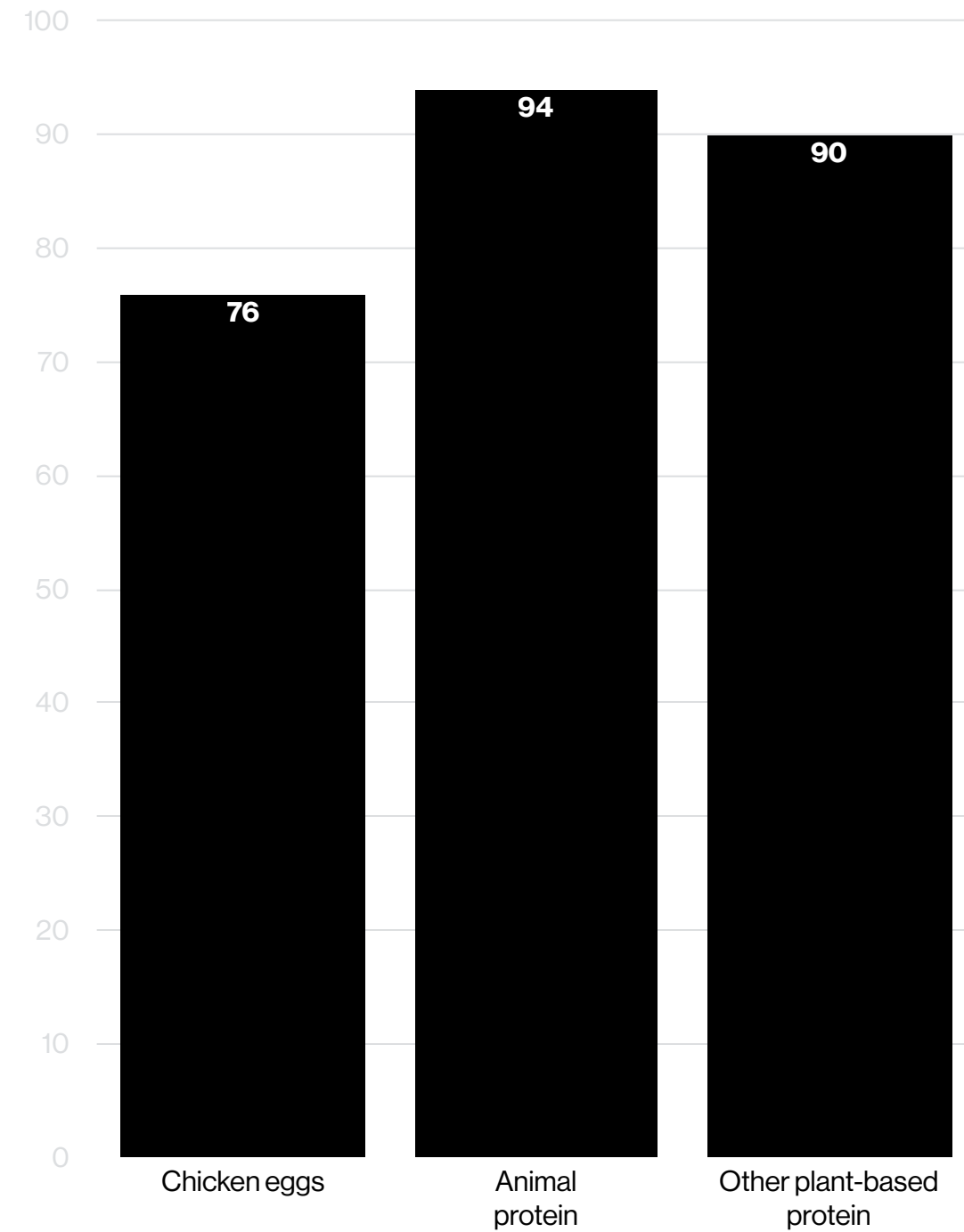


The JUST Egg consumer

Flexitarian, young, urban and diverse

Most JUST Egg consumers eat animal protein.

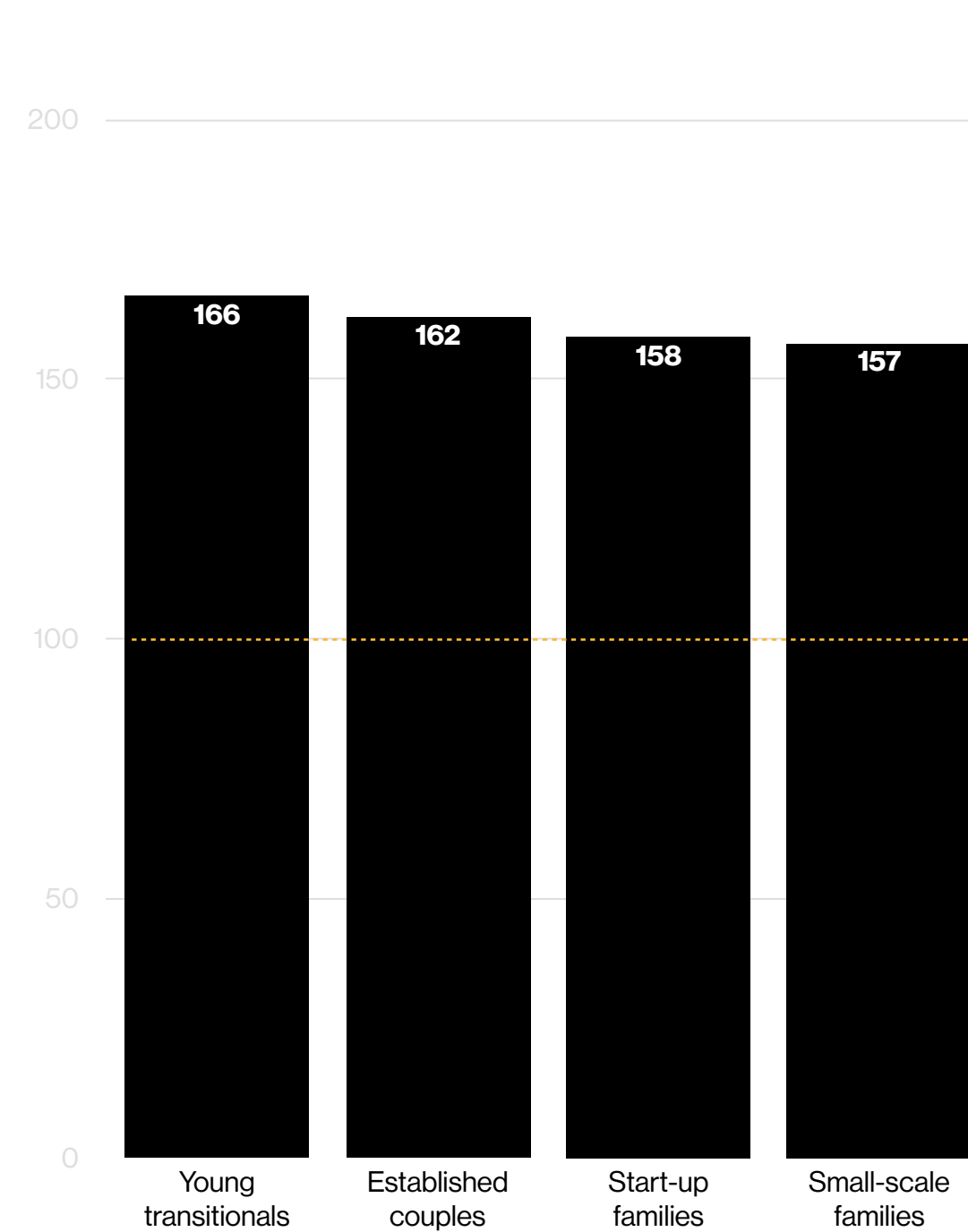
Percentage of JUST Egg consumers by other protein consumption



Nielsen, total U.S. market basket report; 52 weeks ending 5/16/20

Young millennials and small families

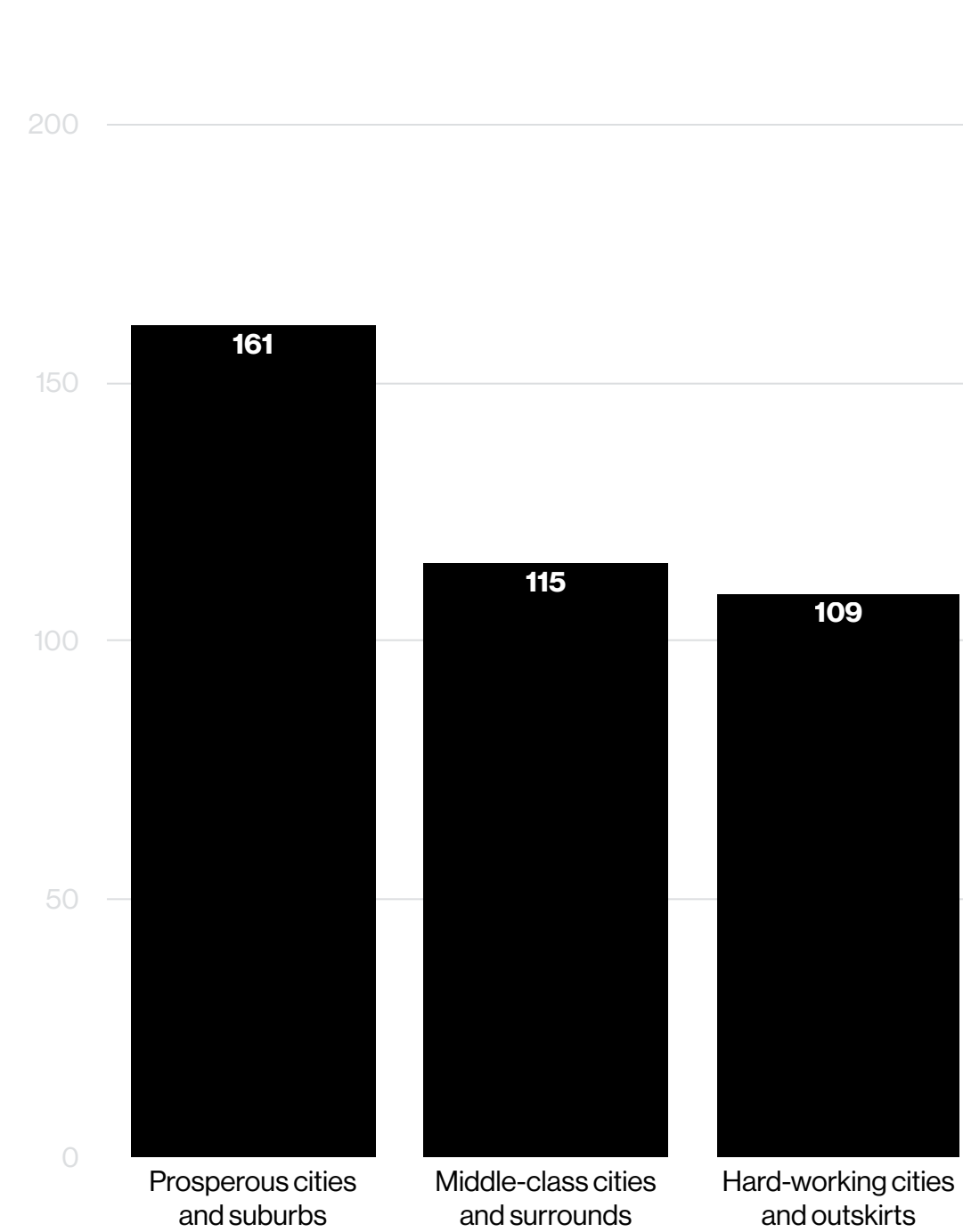
Index of top Spectra behavior stages among JUST Egg consumers



Nielsen, 52 weeks ending 3/27/21

Urban and suburban; not rural

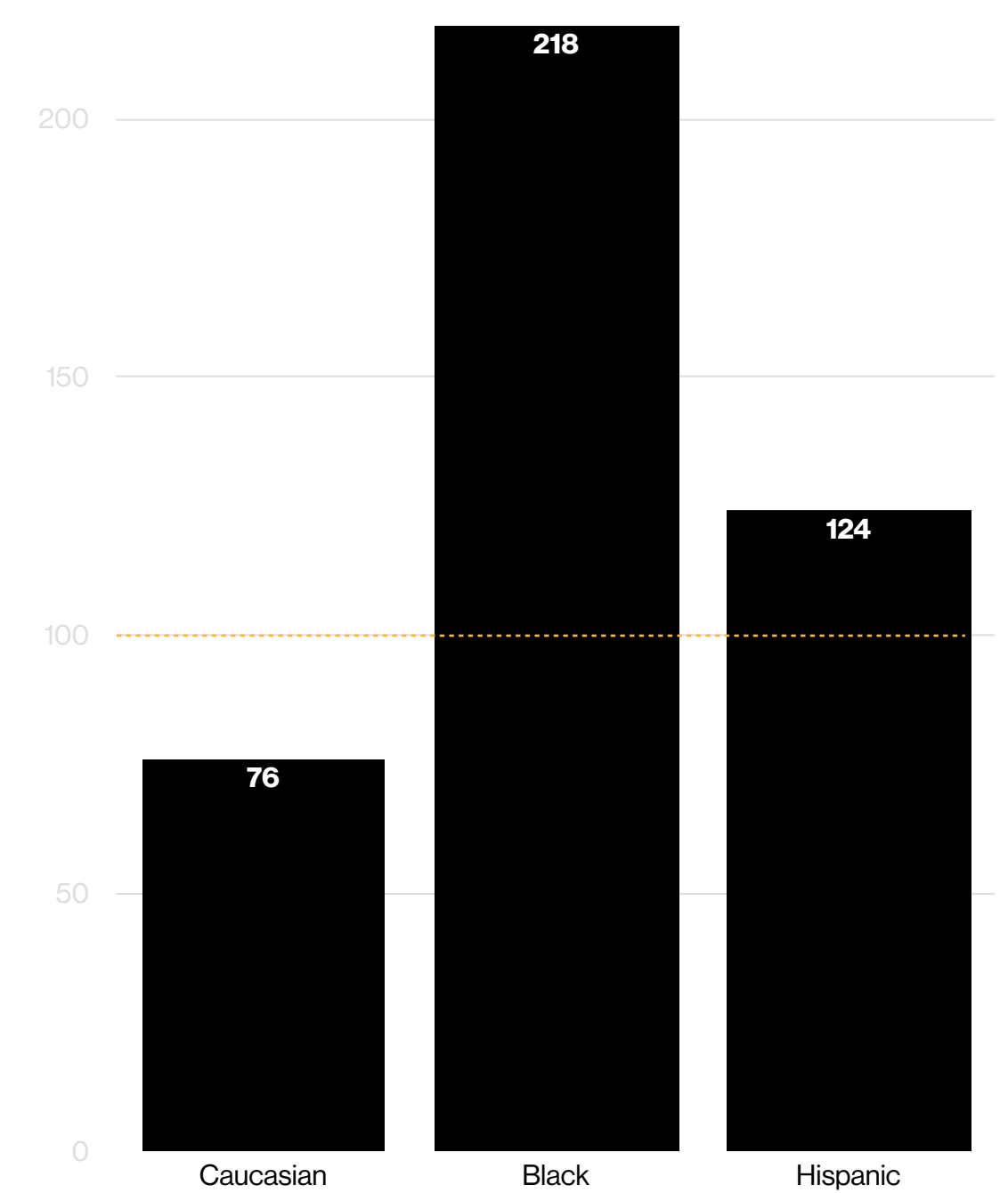
Index of top Spectra behavior style among JUST Egg consumers



Nielsen, 52 weeks ending 3/27/21

Black consumers are 2x more likely to be JUST Egg consumers.

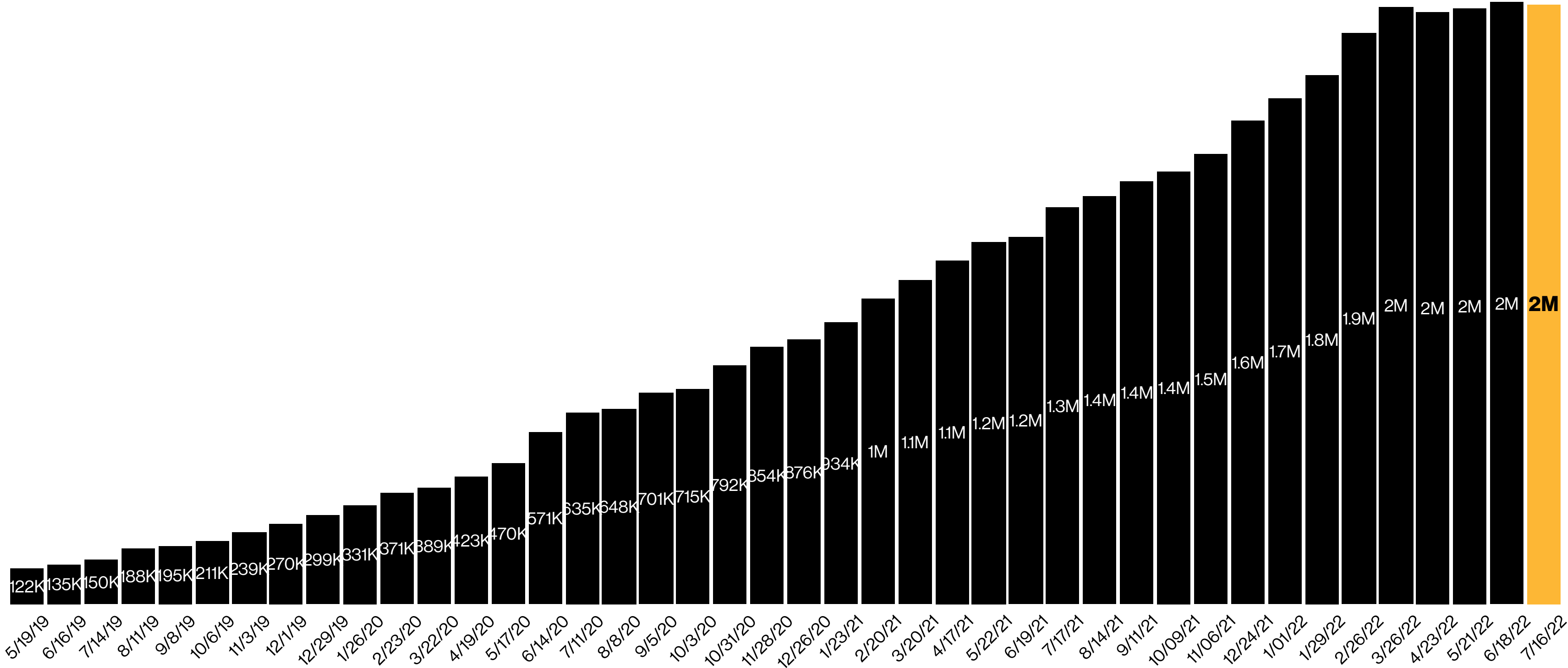
Index of household ethnicity among JUST Egg consumers



Nielsen, 52 weeks ending 3/27/21

JUST Egg Products are in more than 2M households – and growing

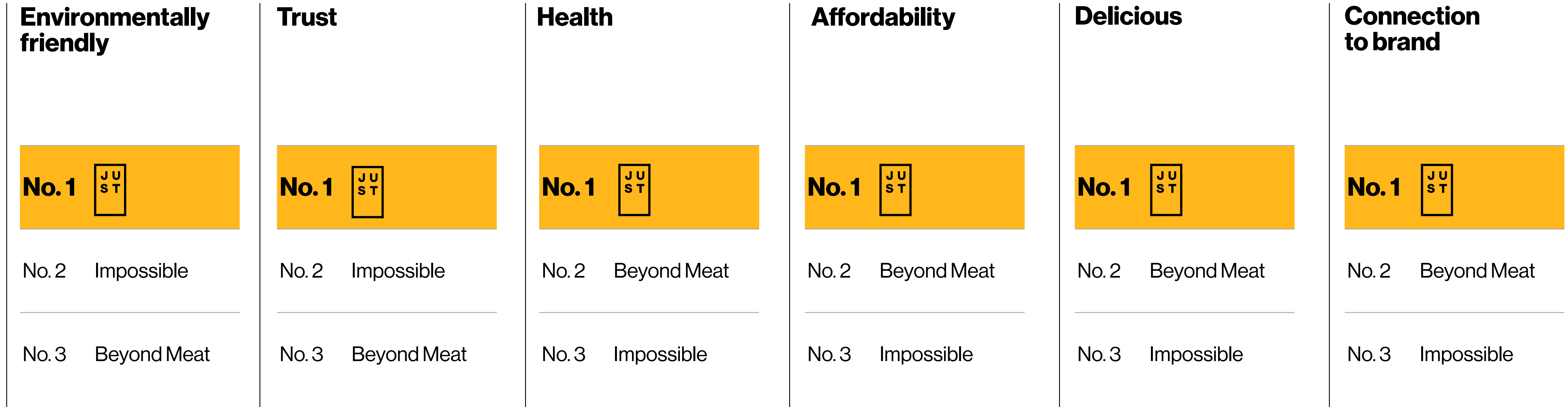
JUST Egg reached 742K new households in 2021



Nielsen Panel, Total U.S., Total JUST Egg Brand, latest 52 weeks ending in 7/16/22

JUST Egg outperforms Impossible Foods and Beyond Meat on all key brand attributes

Brand-familiar respondents were asked about their perceptions on popular plant-based brands



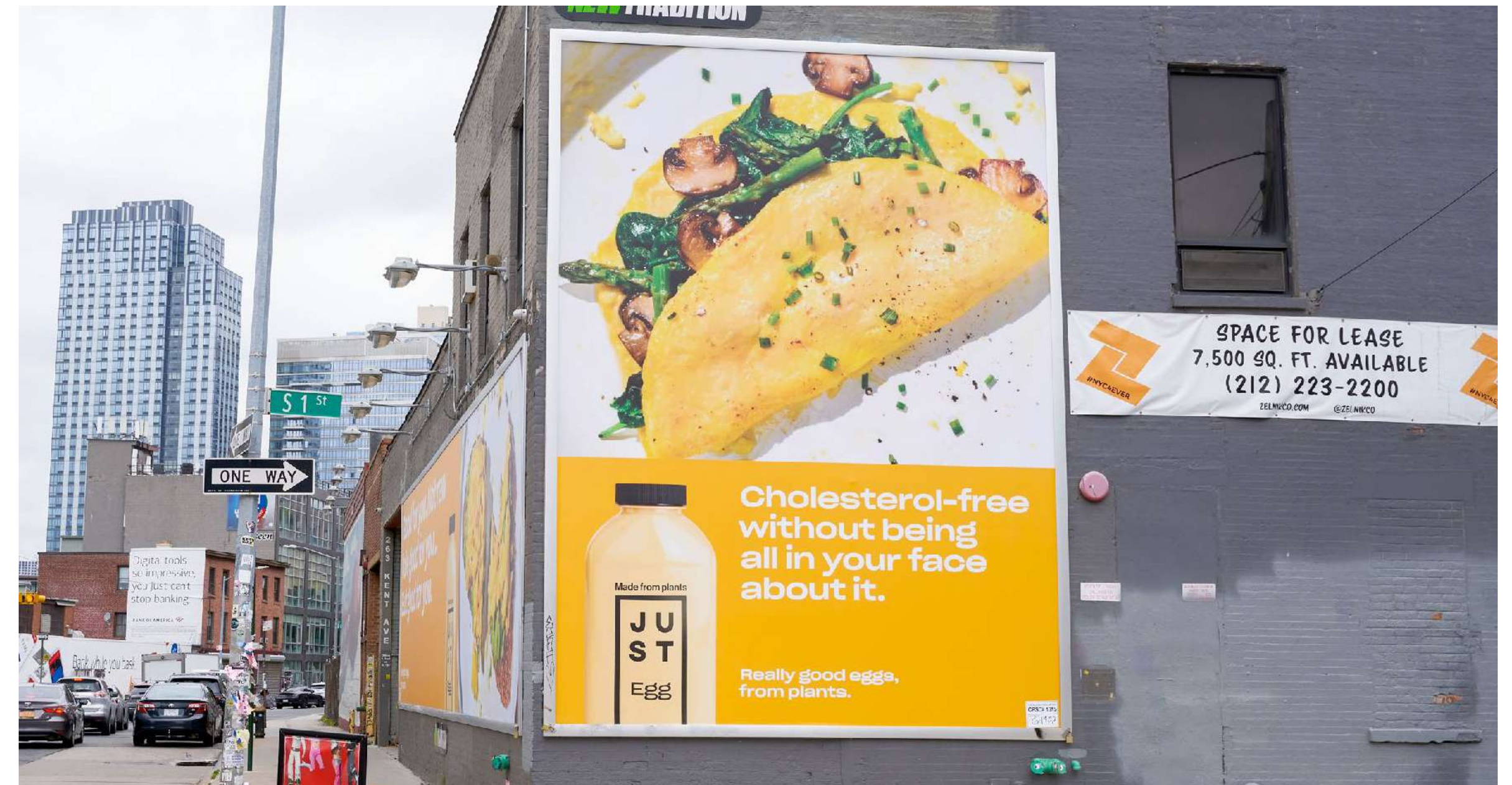
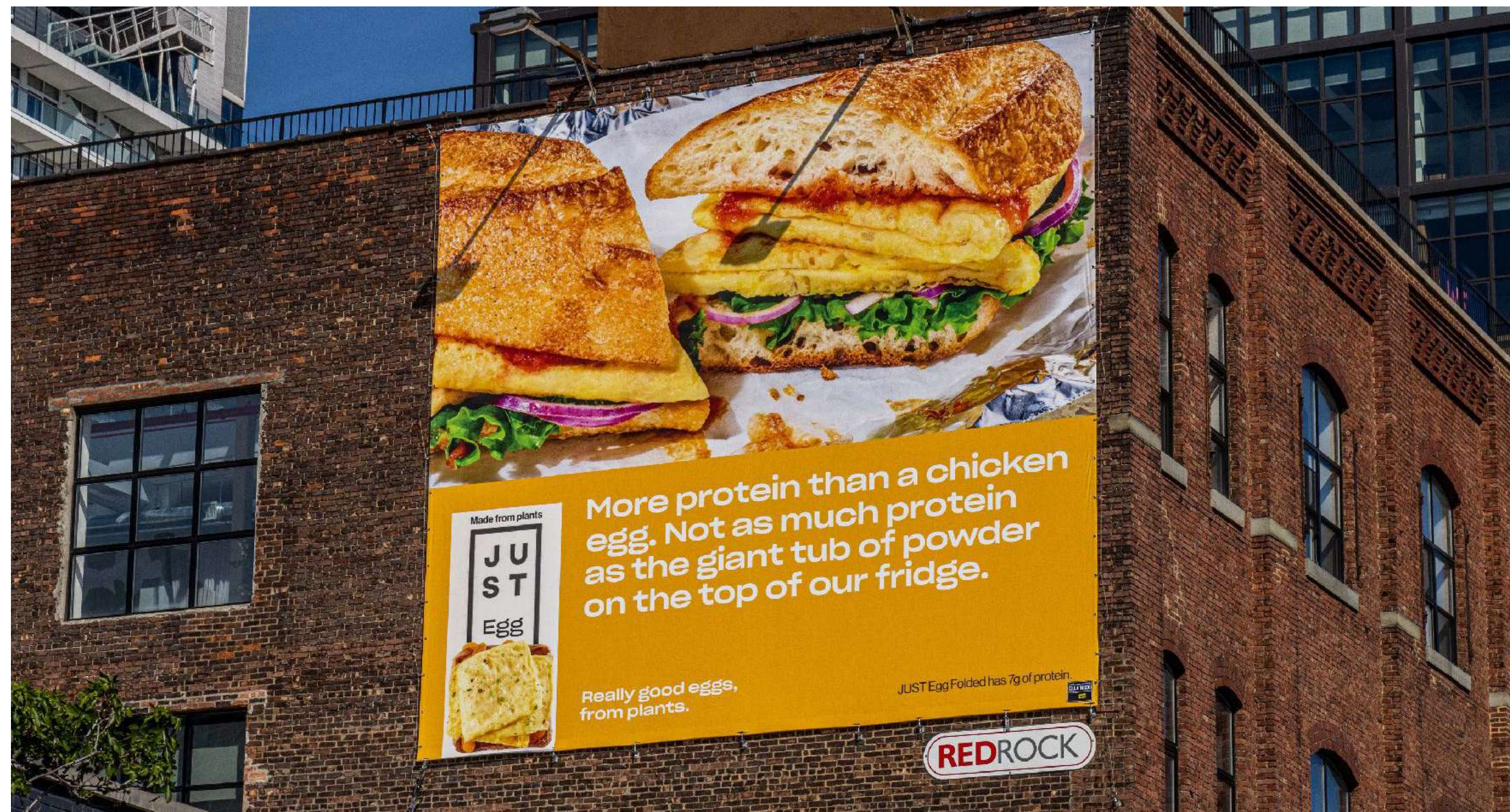
JUST Egg Brand Awareness Survey, in field from 2/1 to 2/4, N=3610

Q: Please indicate how strongly you agree or disagree with each statement regarding [BRAND]

Top Two Box Brand Perception on Environmentally Friendly, Trust, Health, Affordability, Delicious



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Jake Gyllenhaal

[Click here to watch](#)

Ambassadors

Working with authentic and mission-aligned JUST Egg consumers.



Chris Paul



JB Smoove



Ashlyn Harris & Ali Krieger

DeAndre Jordan



Scott Jurek



Jrue Holiday



Cultural icons and renowned chefs promote JUST Egg organically

Lizzo
16.7M+ followers on TikTok

Kim Kardashian
234M+ followers on Instagram

Questlove
2M+ followers on Instagram

José Andrés
TIME's 100 Most Influential People

Ellen DeGeneres
1.2M+ viewers



| | First JUST Egg post | Second JUST Egg post |
|----------|---------------------|----------------------|
| Views | 6.7M | 2.6M |
| Likes | 1.8M | 558K |
| Comments | 10K | 3.3K |

Archive

JUST Egg provides healthy, versatile, plant-based protein without high amounts of cholesterol or saturated fat

JUST Egg is plant-based, non-GMO and has no cholesterol or artificial flavors

| | JUST Egg 3 Tbsp (46g) | | JUST Egg Folded 1 piece (57g) | | Chicken Egg 1 large egg (50g) | |
|---------------|---------------------------------|----|---|-----|---|-----|
| Serving size | 3 Tbsp (46g) | | 1 piece (57g) | | 1 large egg (50g) | |
| Calories | 70 | | 100 | | 72 | |
| Fat | 5g | 6% | 7g | 9% | 4.8g | 7% |
| Saturated fat | 0g | 0% | 0.5g | 3% | 1.6g | 8% |
| Cholesterol | 0mg | 0% | 0mg | 0% | 186mg | 62% |
| Sodium | 160mg | 7% | 300mg | 13% | 71mg | 3% |
| Carbs | 1g | 0% | 3g | 1% | 0g | 0% |
| Sugars | 0g | 0% | 0g | 0% | 0g | 0% |
| Protein | 5g | | 6g | | 6.3g | |



Source: <https://fdc.nal.usda.gov/fdc-app.html#/food-details/171287/nutrients>



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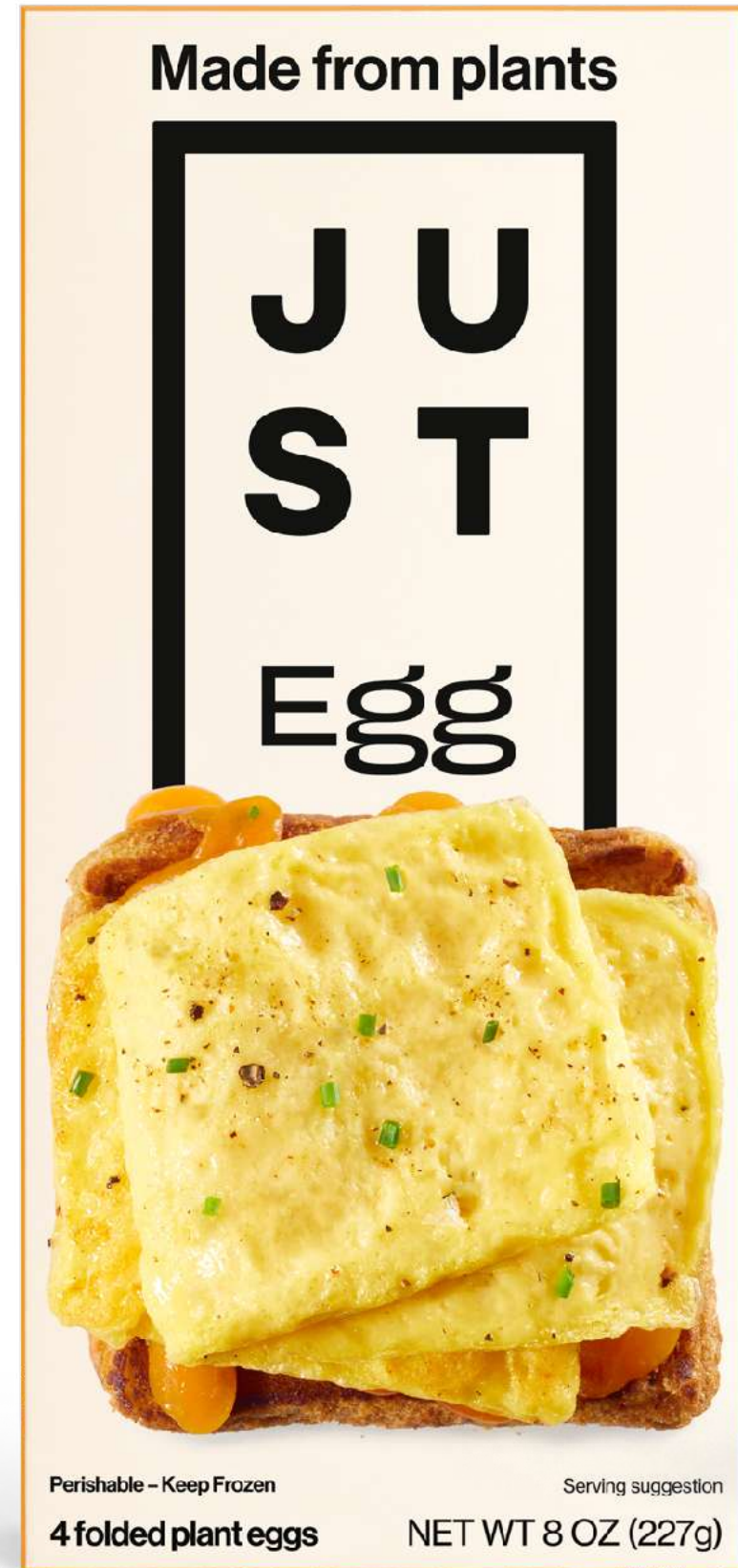
Peet's Coffee
Available in 216 locations



Caribou Coffee
Available in 376 locations

Package updates

2023

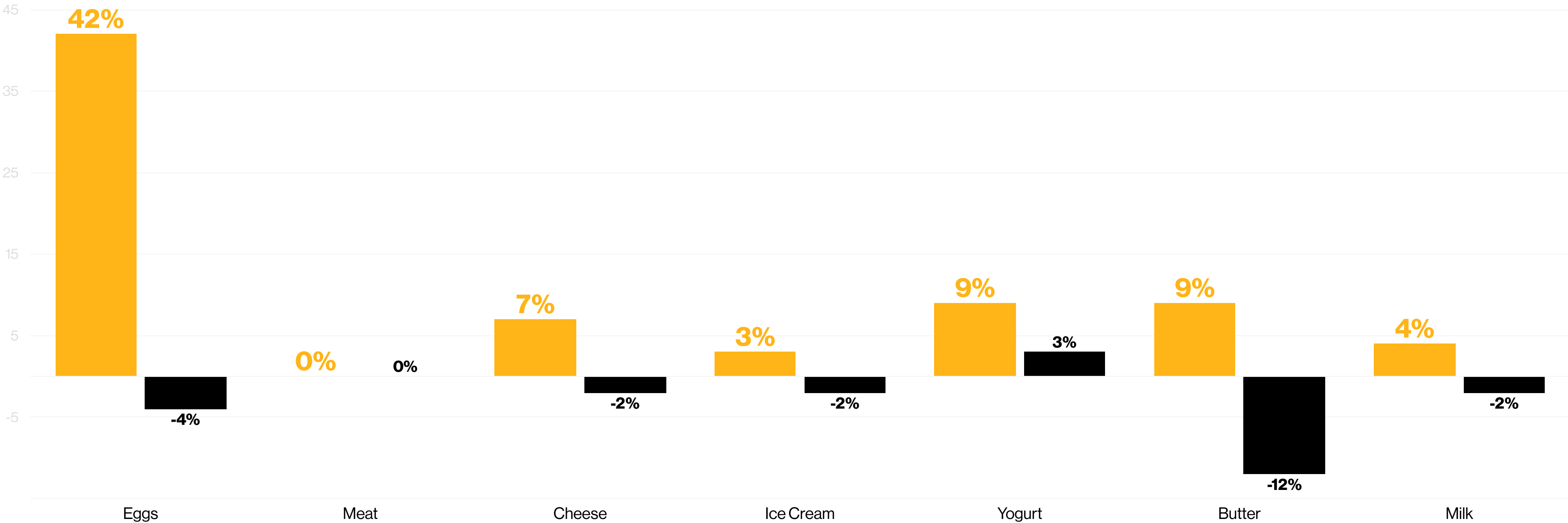


Plant-based eggs grew considerably in comparison to other plant-based categories

Almost all animal-based products dollar sales shrunk in the past year

Plant-based vs. animal-based category dollar growth
One year growth (2021)

Plant-based
Animal-based



Over 95% of plant-based consumers intend to maintain or increase spending in the category

72%

Of consumers said they're looking for options that "make their life easier"

54%

Of consumers said they chose to buy plant-based products due to health concerns

84.51, Understanding Consumer Shifts From Animal-Based to Plant-Based Foods in the Retail Environment Study, November 2022
JUST Egg Usage Survey, Numerator, N=2,031, September 2021



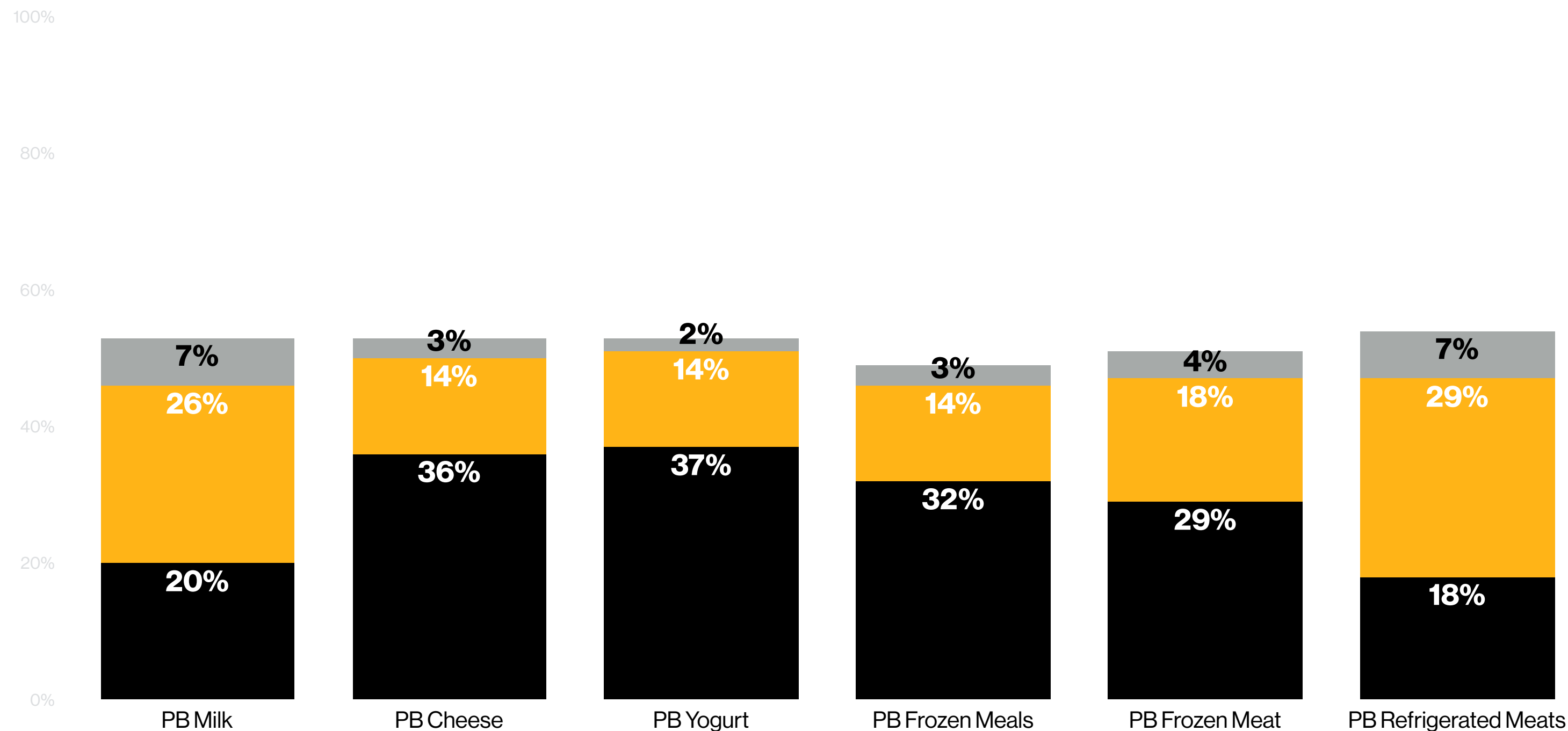
Households that buy plant-based foods continue to substitute more animal-based products with plant-based alternatives

Plant-based food sales hit \$7.4 billion in 2021 and consumers in this category continue to increase spending over time

■ New (New to PB category) ■ Increaser (Increasing PB consumption) ■ Maintainer (Maintaining PB consumption)

Plant Based Migration Analysis

Total Respondents, N=1032



Source: Plant Based Migration Analysis, 84.51 Insights, 2021

Convenience and health benefits attract new households to the category. These new shoppers are more price-sensitive.

- New plant-based households over indexed in high convenience **138**, and under index in low convenience **67**.
- New plant-based households over indexed in high price dimension/sensitivity **121**, and under index in low price dimension/sensitivity **79**.

[84.51. Plant Based Shopper Spending Behaviors, November 2022](#)

Plant-based categories continued to grow in 2021 and new households made up 18% of the migration segment

[84.51. Plant Based Shopper Spending Behaviors, November 2022](#)

Health is the leading reason for increased plant-based consumption and promotions and education in the form of recipes will help to continue growth

- **49%** of consumers state that they believe plant-based alternatives are healthier than animal-based foods