

THE LIGHTNESS OF BEING

Introducing Europe's first plant-based
alternative to Mozzarella made from almonds.

Mondarella





FOUNDING STORY/

Founder Piero Brunetti suffered serious health issues throughout his childhood and young adult life. For all the medicines that Piero had tried over the years, the only successful cure to his health issues was his transition to a fully plant-based diet.

However, the biggest challenge in the transition for Piero, as an Italian native, was giving up a beloved cultural staple: mozzarella. This led Piero to devote years to researching and testing recipes.

The result of his search is Mondarella.

MONDARELLA

- A healthy and nutritious way to enjoy what you love about mozzarella
- 100% plant-based and natural
- The first *almond Mozzarella* in the Europe! (Patent Pending)
- High in protein and healthy fats
- Contains 10x the amount of almonds vs. most almond milk in the market

OPPORTUNITIES

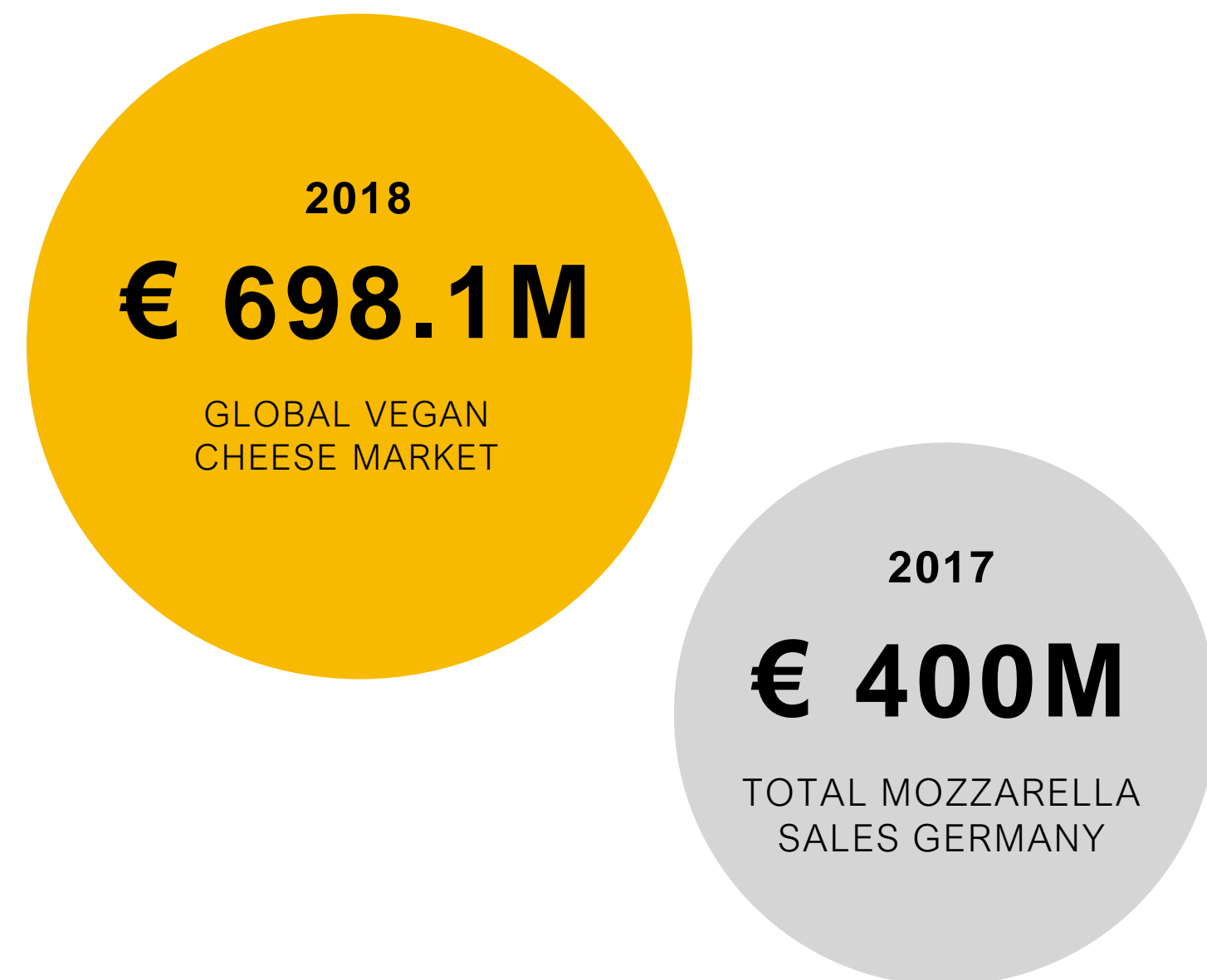
- CPG, Foodservice, Wholesale Ingredient
- Potential for expansion into other non-dairy, almond-dense products:
 - milk – yogurt – spreadable cheese – ricotta – parmesan -
- Growth into Europe, UK, US & Asian markets

MARKET VALIDATION/

GLOBAL VEGAN CHEESE MARKET

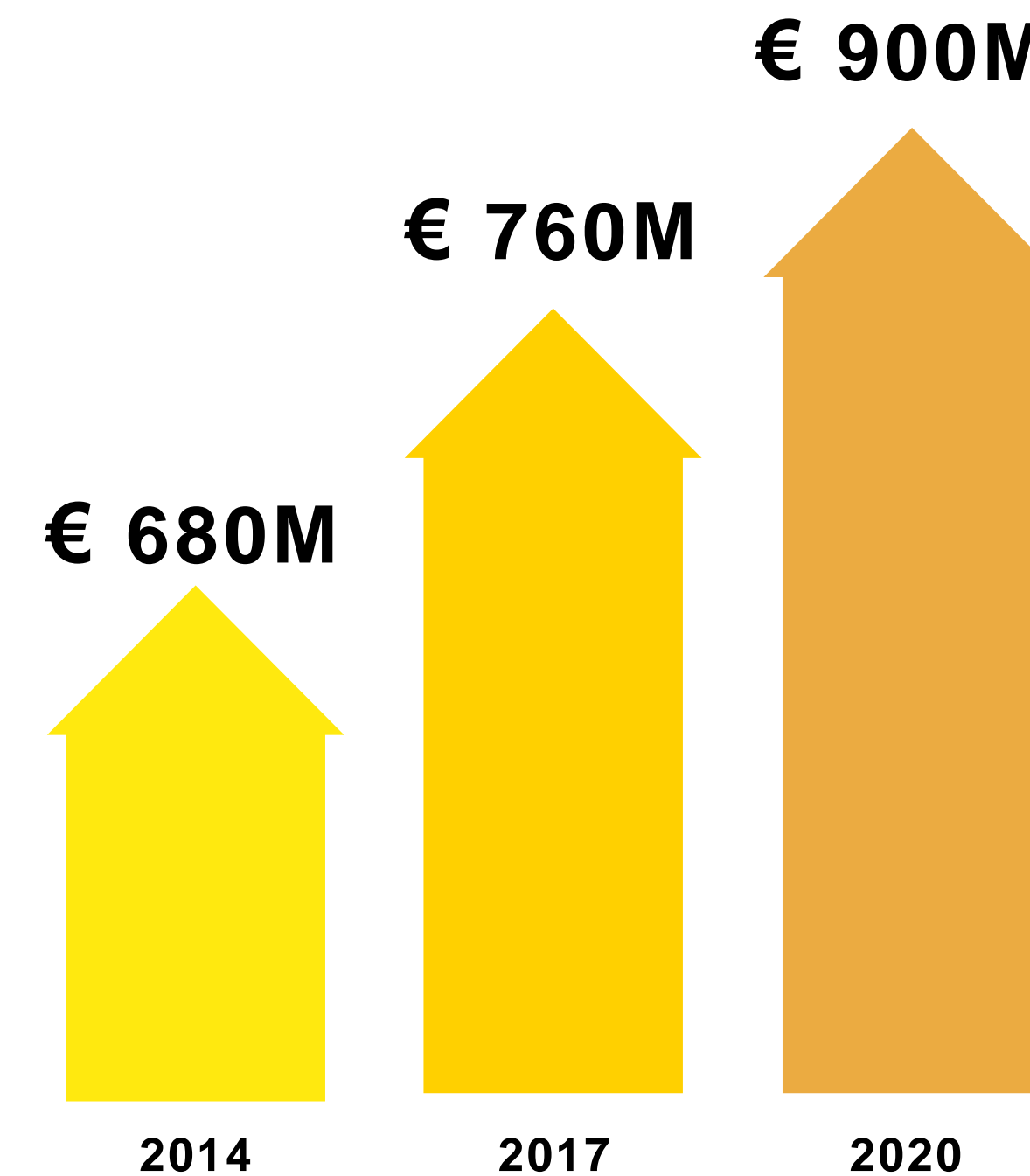
2018 – 2028 CAGR
PROJECTIONS

+8.6%



EUROPEAN MOZZARELLA CHEESE MARKET GROWTH RATE

+3.8%



EUROPEAN MOZZARELLA CHEESE MARKET GROWTH RATE

THE PRODUCT/



MONDARELLA

- Born in Italy
- Simple Ingredients
- The Power of Almonds

✓ Vitamin E	✓ Weight loss
✓ B2	✓ Healthy skin
✓ Fiber	✓ Lactose free

- Sustainable Cultivation

- high quality raw ingredients from regional producers, lower carbon footprint

- 90 day shelf life

- Manufacturer can scale to 3MM units per month



OLIVE OIL



ALMONDS



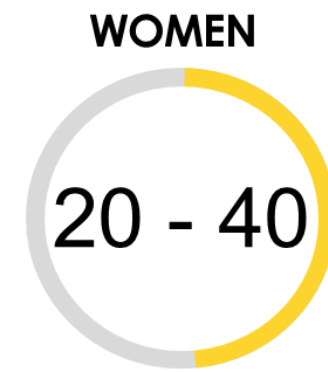
SEA SALT



WATER

TARGET AUDIENCE/

DEMOGRAPHICS



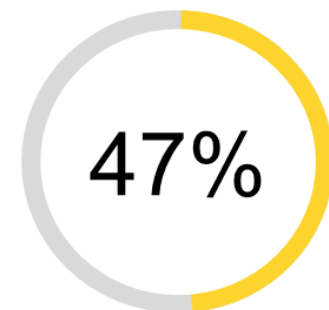
Head of household
Single & mothers with
young children

ATTITUDES/BEHAVIOR

- Want to live a healthier lifestyle
- Sustainability-minded
- Look for healthier options at grocery stores

SHOPPING HABITS

PSYCHOGRAPHICS



of German consumers
willing to pay more for
a green product



COMPETITION/

COMPANIES

Bel Group

www.bel-deutschland.de

#1 in Dairy Products

Zott Se & CO.KG

www.zottarella.com/de/

#1 in Mozzarella Sales Germany

BRANDS

Galbani Mozzarella

www.galbanicheese.com

Mozzarisella

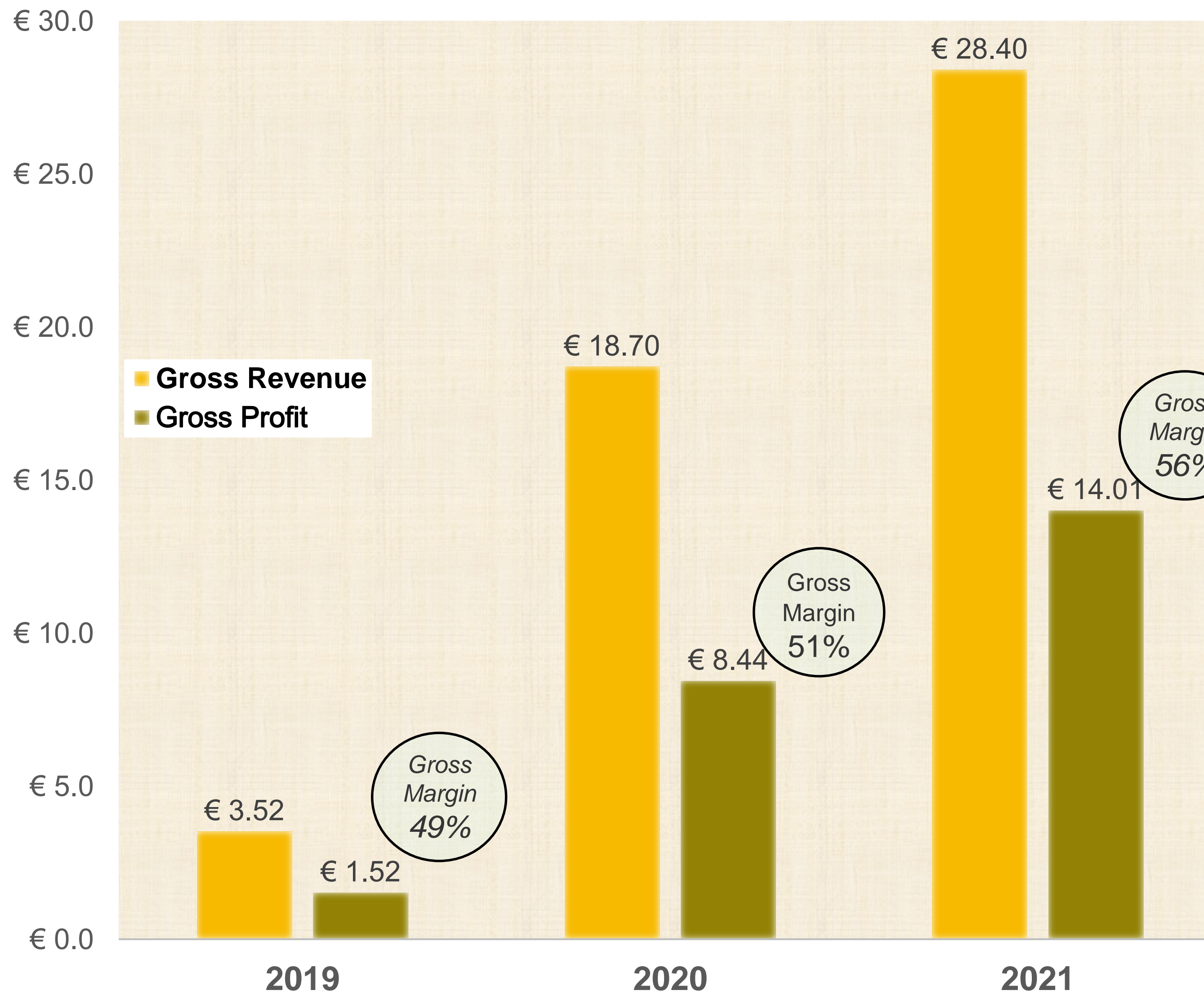
www.mozzarisella.com



Sharing smiles



REVENUE FORECAST



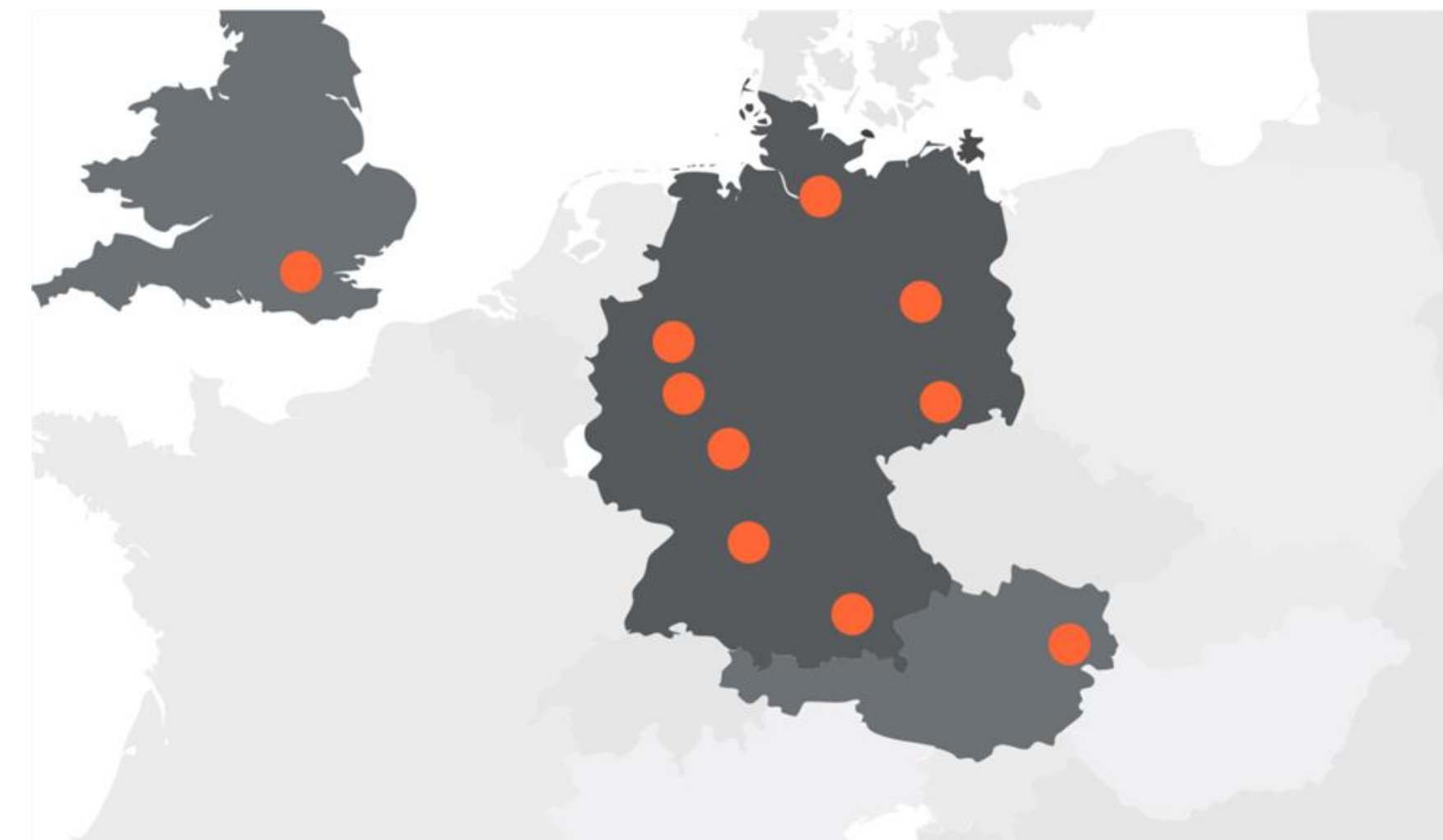
In Millions

Business Highlights

- Supply chain is secured
- Grower is interested in investing
- Vertically integrated
- PHW Gruppe Distributor secured
- 3rd Party Manufacturer secured
- US market launch in 3 – 5 years
- US manufacturing in talks

TV ADVERTISING

- We plan an aggressive and bold marketing push through TV in Germany to drive revenue.
- German Cheese brands typically use 88% of their budget for TV



HIRSCHEN GROUP

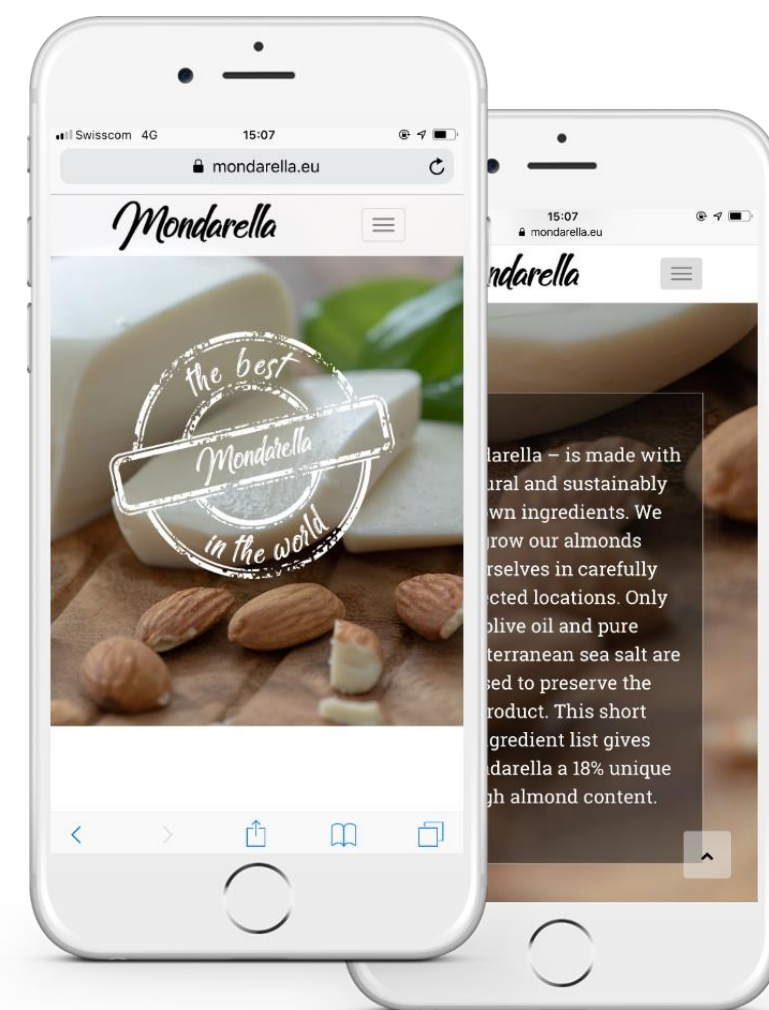
Home of the brave

MARKETING PLAN/

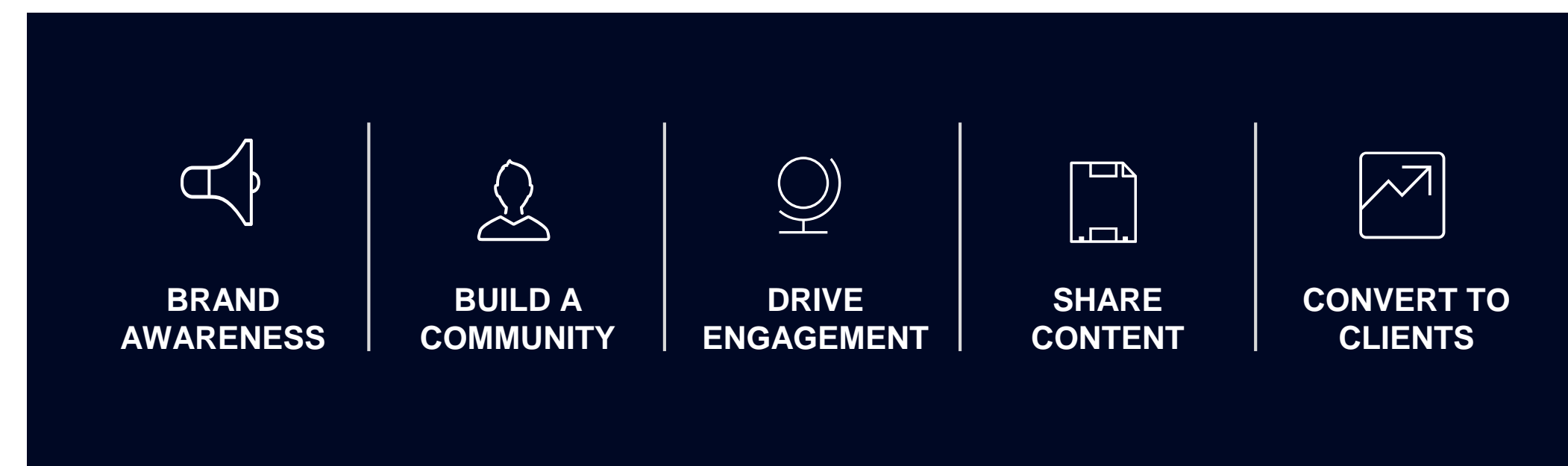
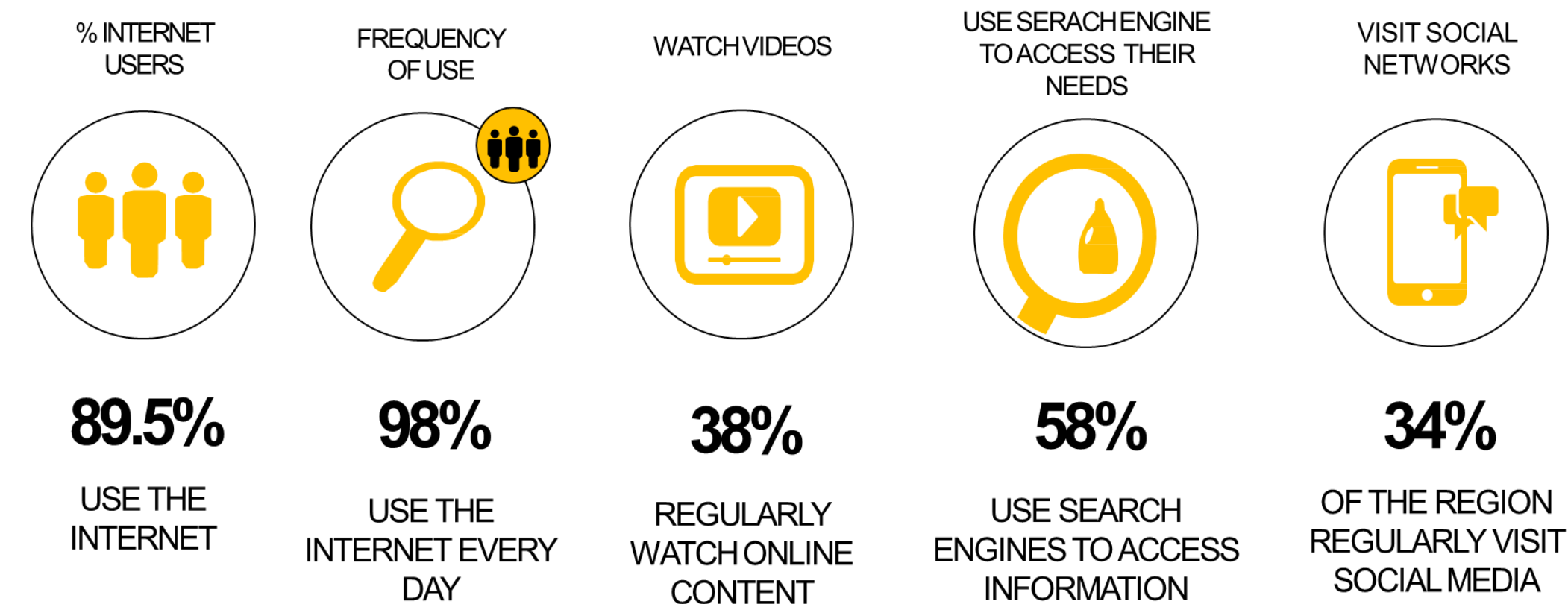
DIGITAL AND SOCIAL MEDIA

We plan an aggressive and bold social media marketing campaign.

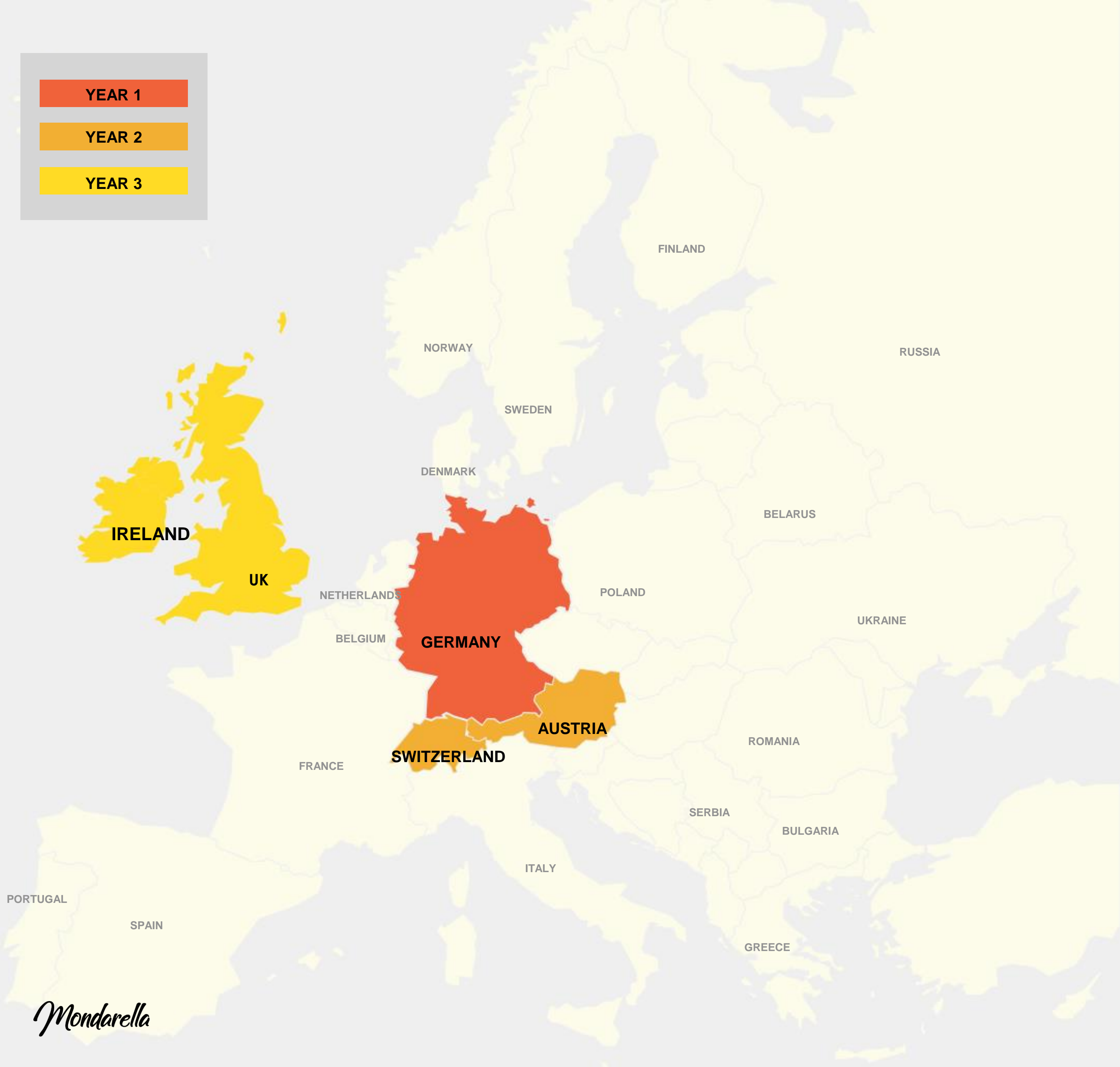
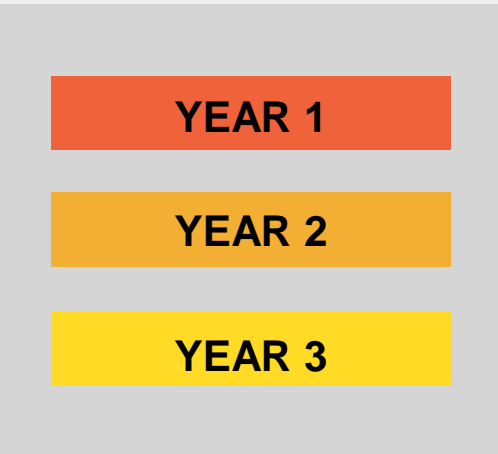
- Influencers & bloggers
- Social Media – FB, Twitter, Instagram, YouTube
- Website, redirect and paid advertising
- Email marketing



DACH REGION OVERVIEW



BUSINESS MODEL/



TARGET MARKET

- Germany (Year 1)
- Austria/Switzerland (Year 2)
- UK/Ireland (Year 3)

SALES CHANNELS

- Traditional retail
- PHW Gruppe Distributor in 26K doors
- Natural retail
- Foodservice

€5,000,000

70%	€3.5M	Marketing Spend - Television & Social Media Campaigns
15%	€750K	Digital Marketing Spend
10%	€500K	Operations / Sales Trade Spend
5%	€250K	Capital Reserve

Raising a Convertible Note 6% at 2 Years Maturity

Tranche 1: € 2M on a € 10M value cap at 30% discount

Tranche 2: € 3M on a 25% discount, no value cap

Tranche 2 is triggered by reaching € 1M in gross sales

TEAM/

PIERO BRUNETTI



Co-Founder/ CEO

Over 25 years marketing and sales in the tech and music industries including Apple, Sumup, Warner & Universal.

MASSIMO MUSCOGIURI



Co-Founder/ CMO, VP Sales

Over 30 years experience in sales management and marketing in tech, real estate, financial services including 15 years at Vodafone

MIRWAIS BARAK



Co-Founder/ CFO

Former CEO and founder of mixed ! solutions GmbH and Firsttel GmbH. Holds a Masters degree in Economics and Engineering.

FALK BACHMANN



Director of Operations/

Former Food-Safety Technician at Institut Kirchhoff Berlin GmbH, Trained Chef.

TOM TEICHERT



Food Chemist/

Masters degree in food chemistry. Specialized in plant-based foods R&D, supply chain and quality management systems.



THANK YOU.

Mondarella

VISIT US

