

Reimagining the rice aisle!



Real Sustainability. Real Impact. That's Our Mission

Founded in 2015, we're a growing, women-led team of deeply-experienced food & beverage entrepreneurs and executives with a shared vision: **develop the world's most nutritious and sustainable plant-based products**. It's a lofty goal, but we're up to the challenge.



We map our impact to United Nations Sustainable Development Goals

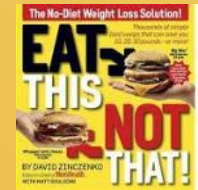


Bringing Real Innovation to the Rice Aisle

- **Rice. Packed with the power of vegetables**
 - Delicious. Looks and tastes like rice.
 - More than 2x the Protein, 5x the Fiber and ~ 40% fewer net carbs
 - Easy to cook, ready in about 10 minutes.
- **Created by the founder & former CEO of popchips**
- **Right on Trend!**
 - Accelerating demand for plant-based foods & proteins
 - Beans, Grains & Rice has exploded in 2020 with 52-week growth > 100%
 - Consumers craving easy to cook, convenient meal solutions like RightRice!
- **Broad consumer appeal, including Moms and kids!**
- **Launched nationwide in Whole Foods in 2019. Now in ~ 7,100 doors across the USA with leading retailers from Fresh Thyme, Albertsons/Safeway, Kroger, Ahold to Sprouts & Wegmans**
- **Launched national branded food service business with premier QSR / CAVA**
- **Winning awards & acclaim like People Magazine's Food Award "Best Plant-Based"**



Winner: "Best Plant-Based"



"...brilliant innovation!"



"Best New Product"



Finalist

Strong, Creative Marketing Support Growing National Brand Awareness & Conversion *It's in our DNA!*

Founded by founder / CEO of popchips who led creation of one the “*Hottest Brands in America*” (advertising age)

- Paid & Organic Social Media
- Strong Public Relations
- Influencer & Media Partnerships
 - Roster of celebrity fans & investors
 - Leading Culinary, dieticians & nutritionists
 - Media partners like Hungry Girl
- Creative Marketing Partnerships
 - Growing Food Service Partners (CAVA +)
 - Health & Wellness (RBDA, leading dietician network)
 - QVC (Q1, 2021)
 - NOKID HUNGRY
 - Instacart, News America
 - Compelling brand collaborations



FOX BUSINESS



“Kris Jenner, other celebs look to disrupt the \$3B rice market.”



Introducing RightRice

a breakthrough *shelf-stable* veggie rice that's re-imagining the rice aisle!

Delicious. Look and tastes like rice.

Nutritious. RightRice delivers 2x the protein, 5x the fiber, and nearly 40% fewer carbs than white rice.

Easy to Cook. Versatile. Cooks faster (and easier) than regular rice in about 10 minutes. Anything you can cook with rice, you can cook with RightRice.

RightRice [®]		White Rice [*]
10g	MORE PROTEIN (And a complete protein!)	4g
5g	MORE FIBER	0g
ALMOST 40% LESS NET CARBS		



Rice. Packed with the Power of Veggies

loaded with plant-based protein and fiber, plus iron and other vitamins and minerals

LENTILS



+



+



+



=



CHICKPEAS

packed with protein and fiber to increase satiety, boost digestion

PEAS

our pea fiber provides an ideal source of fiber with added protein

RICE

provides essential amino acids for a complete protein, enhances taste and texture

RightRice

RightRice delivers 2x the protein, 5x the fiber, and nearly 40% fewer carbs than white rice.

- ✓ A complete, plant-based protein
- ✓ Non-GMO, vegan, & kosher
- ✓ Gluten free, allergen free, and low glycemic

Unit Cost: TBD
Suggested Retail Price: TBD
Promo Price: TBD

RightRice®		White Rice®
10g	MORE PROTEIN (And a complete protein!)	4g
5g	MORE FIBER	0g
ALMOST 40% LESS NET CARBS		



NON
GMO



GLUTEN
FREE



LOW GLYCEMIC
INDEX



VEGAN

RightRice®



#1



#2



#3



#4



#5



#6

The Best Veggie Rice on the Market!

(finding ways to make rice right-er is all we do !!!)



	RightRice	Banza	Green Giant	Uncle Ben's	Near East	Lundberg	Rice-A-Roni	Zatarain's
Protein*	10g	11g	10g	3g	4g	6g	5g	3g
Fiber*	5g	5g	5g	<1g	1g	3g	1g	<1g
Net Carbs*	25g	25g	27g	34g	42g	40g	52g	29g
Cook Time	10 min	5 min	9 min	10min	25 min	32 min	30 min	25 min
Non-GMO	✓	✓	✗	✗	✓	✓	✗	✗
Gluten Free	✓	✓	✓	✗	✗	✓	✗	✓
Vegan	✓	✓	✓	✗	✓	✓	✗	✓
Kosher	✓	✓	✗	✗	✓	✓	✗	✗
Complete Protein	✓	✗	✗	✗	✗	✗	✗	✗
Low Glycemic	✓	✓	✓	✗	✗	✗	✗	✗
Mission-Driven	✓	✗	✗	✓	✗	✓	✗	✓

“I will never eat normal rice again!”

“My husband, the pickiest man on the planet LOVES this rice.”

“RightRice is a game changer for White Rice”

“Hard to believe this rice is made from vegetables”

RightRice Risotto

A modern (and dairy-free!) twist on classic, Italian-style risotto made right-er with the power of veggies! Creamy, flavorful risotto that's packed with more plant-based protein and fiber—with way fewer carbs.

- ✓ Non-GMO, vegan, & kosher
- ✓ Gluten free and allergen free

Unit Cost: \$2.15 (DEL)

Suggested Retail Price: \$3.99

Promo Price: 2/\$6-15% Jan/April/June/Aug/Nov

RightRice risotto		White Rice
10g	PROTEIN	4g
5g	FIBER	0g
25g	NET CARBS¹	39g



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VEGAN

RightRice



#1



#2



#3



#4

Available in four flavors:

- Creamy Parmesan Style— delectable flavor of aged parmesan
- Wild Mushroom— robust and earthy flavors from mushrooms
- Basil Pesto – bright and fresh flavors of basil and garlic
- Creamy Cracked Pepper— reminiscent of cacio e pepe