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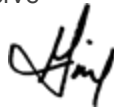


Born out of a Mom's love for her two boys

I started CAULIPOWER for my two boys with celiac disease and everyone out there who, like me, struggled to find better-for-you versions of their favorite foods that didn't sacrifice taste, health, or convenience

It all began when I turned to a like-minded community of healthy hackers and stumbled upon hundreds of thousands of recipes for DIY cauliflower crust pizza. I gave it a try and while my creation tasted just fine, it looked awful, turned my kitchen upside down, and took 90 minutes that I didn't have...just to make a pizza crust?! I realized I wasn't alone, so I left my job in corporate America and created CAULIPOWER

What began as THE disrupter to the frozen pizza category has now evolved into one of the most successful better-for-you brands in the US, changing the way we eat and redefining the food we deserve





The Plant-Powered Brand

A modern brand **inclusive of all** consumers no matter what their dietary needs or choices

53%

primarily omnivorous
(Packaged Facts, 2020)

50M

Americans choose to be Gluten Free occasionally, when less than 3M have celiac disease

98%

plant-based meat consumers also buy regular meat

Plant-based | Vegetarian | Dairy-Free | Vegan

Low Sugar | Gluten-Free | Keto | Flexitarian

CAULIPOWER
America's #1 CAULIFLOWER CRUST

ALL ABOUT THE BASE

DELICIOUS & DAIRY FREE
GLUTEN FREE ALWAYS

Consumers are looking for healthy options

93% of adults make at least some effort towards healthy eating ¹

Previously, diet changes were driven by weight loss. But trends you see today are more focused on a healthier lifestyle and finding a cleaner healthier option to eat ²

27% think healthy foods are inconvenient & 22% feel that healthy foods just don't taste as good ³





CAULIPOWER | Transition Slide - Pasta



Title

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Subtitle
**Two Line
Headline**

CTA



Title

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Headline 1

Subheading

XX% description

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Headline 2

Subheading

Metric 1 - description

Metric 2 - description

Metric 3 - description

Source:



Title

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Second headline set here

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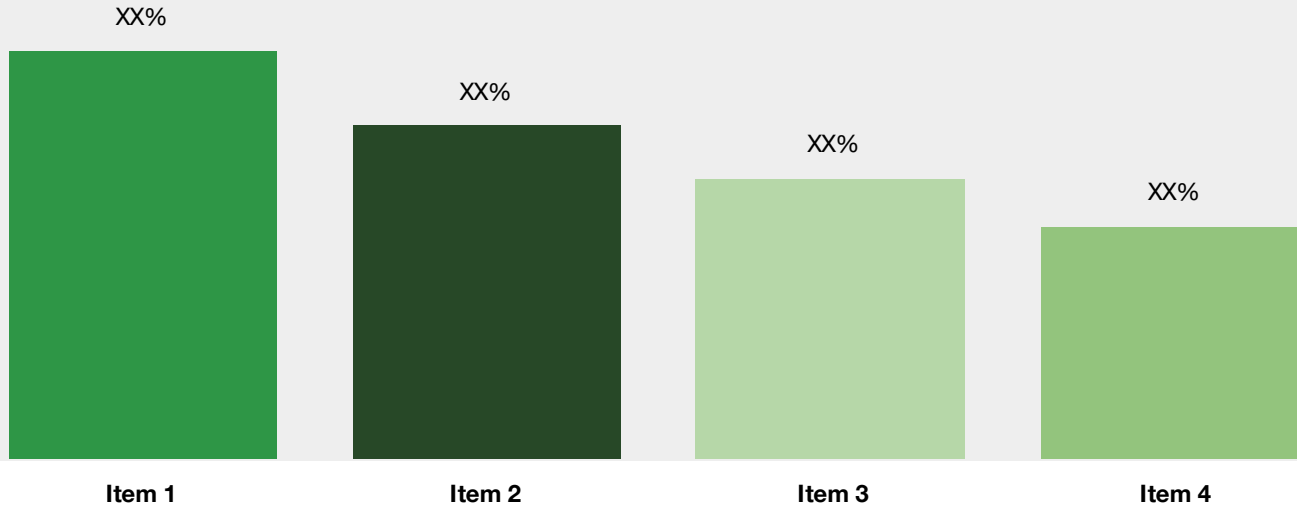
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CAULIP[®]OWER | Chart and Graph Templates

Half Page Chart Template

Subheading/Data Set



- Use this one if you chart or graph has a transparent background
- Bullet point 2

X%

Emphasize a key metric

Inverted Half Page Chart Template

Chart Title

- Use this layout if you took a screencap of your chart and the background is white
- Bullet point 2

X%

Emphasize a key metric

Two Data Sets, Side by Side

Subheading

Data Set 1

Key Takeaways

- This can be used for lists, key metrics, or charts/graphs
- Bullet point 2

Data Set 2

Key Takeaways

- This can be used for lists, key metrics, or charts/graphs
- Bullet point 2