



**Introducing the New American Diet.
Honest. Healthy. Humane.**

This is The Purple Carrot.

What They Do.



Blue Apron. HelloFresh. Plated. PeachDish. Chef'd.
None of these services offer plant-based meal plans.
But we do.

Our meals are 100% plant-based.
And they always will be.

The Facts.

Purple Carrot meals are made from 100% plant-based ingredients, prepared at home via subscription

Pre-measured, raw ingredients for two or three plant-based meals each week

Meals easily feed families of two to four people

Organic or local wherever possible, and always non-GMO certified



Why it Matters.

The Facts.

Nearly 70 per cent of all Americans are overweight or obese.

Three-quarters of the 2.3 trillion in annual U.S. health care costs go toward treating diseases preventable with a plant-based diet

We're capitalizing on a timely series of converging, favorable trends

We have a team uniquely positioned to capitalize on this opportunity

\$1MM run rate nine months post-launch

Large emerging market that we'll tackle in a new way

Who We Are.

A pharmaceutical entrepreneur, a supply-chain expert, and a leading author and authority on healthy eating.

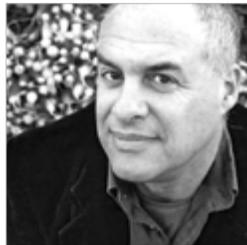
Andrew Levitt
Chief Executive Officer



More than twenty years' experience in Pharmaceutical sales, marketing, and strategy with Schering, Johnson&Johnson, Genzyme, and others.

Founder and Chief Executive Officer of HealthTalker from 2007 until its acquisition in acquired in July 2012

Mark Bittman
Chief Innovation Officer



Renowned cook book author of How To Cook Everything and VB6

New York Times columnist and respected food authority

Frequent speaker and fellow, Berkeley Food Institute

Jonathon Jonas
Director of Operations



Former Director of Operations and Customer Experience at Bonobos

Managed fulfillment for the online retailer Ideeli

E-commerce, Supply Chain, and Logistics expertise (Ideeli, 3PL)

