

The logo for SUPER FRESH FOODS is centered within a white rectangular border. It consists of three stacked, overlapping yellow rectangular boxes with black outlines. The top box contains the word "SUPER", the middle box contains "FRESH", and the bottom box contains "FOODS".

SUPER

FRESH

FOODS

“Deliciously crafted. Conveniently delivered.”

Executive Summary

May 2024

ABOUT US

At Super Fresh Foods Inc., we produce quality food for the growing population of food lovers who want more than a frozen meal from the grocery store. Our subscription-based business tracks orders from the moment they are made through cooking and fulfillment.



ABOUT US

Super Fresh Foods Inc. is a Wyoming corporation trading under the symbol OTCMARKETS: GSPT.

Super Fresh Foods Inc. recently bought assets from All Your Foods Canada's (AYF) including technology, use of facilities, database, websites and recipes for its Canadian facing operation. The company produces in state-of-the-art modern kitchens in Vancouver and Toronto allowing for thousands of meals to be produced daily. The Company has the capacity for market expansion and is growing in the multibillion-dollar food delivery industry.

- OTCMARKETS: GSPT
- Pink Current Information
- AUTH 500 million
- O/S 220,523,404
- T/A VStock Transfer
- Name to be changed from Golden Star Enterprises

CHALLENGE

MARKET GAP

Ready to eat meals continue to be consumer driven and we want to expand our footprint across Canada.

COSTS

Loss of sales by not offering our products across entire Canadian market.

FINANCIALS

Customers want something that's healthy and delivered right to their home or office. Urban and rural.

CUSTOMERS

Dining in is becoming more popular than dining out. Boomers, as well as millennials, increasingly prefer staying at home and cooking or ordering in rather than spending money at restaurants

GROWTH

The global online food delivery market size was valued at USD \$152 billion in 2021 and is expected to expand at a CAGR of 10.98% during the forecast period, reaching USD \$284 billion by 2027.



Super Fresh Foods

SOLUTION

CLOSE THE GAP

Increase production through opening of additional food prep operations.

REVENUE BENEFITS

Increase our footprint and gain traction as a brand in new markets.

TARGET AUDIENCE

Millennials through to boomers. Everyone eats!

EASY TO USE

Heat and Eat. That simple. And quality food. That's key.

PRODUCT OVERVIEW



UNIQUE

Only product specifically dedicated to a wide variety of meals and a facility dedicated to third party fulfilment



PROVEN CONCEPT

Successful track record with DTC consumers and white-label/cobranding



EXPERIENCE

Proven track record of success in operations, production, logistics and finance.



AUTHENTIC

Designed with the help and input of chefs, nutritionists and experts in the field

PRODUCT BENEFITS



Fresh, Nutritious meals

Consumer demand

Delivered right to your doorstep

Heat and serve. No muss. No fuss.

COMPANY OVERVIEW





BUSINESS MODEL

SUBSCRIPTIONS

Direct to consumer deliveries on subscription model means recurring revenues

WHITE LABELING

Dedicating extra facility use to white label for other companies extending use of facilities

THIRD PARTY PRODUCTION / CATERING

Large production for other brands using existing infrastructure.

Off-site catering to large corporations, film sets and more.

MARKET OVERVIEW

\$152
B

Global meal kit delivery
services market size 2021

10.9%

CAGR Global meal kit delivery
2022 to 2027

5 YRS

Super Fresh Foods has a solid
track record and number of
partnerships through its
purchased asset All Your Meals





OUR COMPETITION

SUPER FRESH FOODS

Our product is priced below that of other companies on the market

Meals are simple and easy to make ready to eat, compared to the complexity of cooking and meal prep designs of the competitors

Affordability and freshness is the main draw for our consumers to our product

Super Fresh Foods

COMPETITORS

GoodFood

Product is more expensive and meal kits are inconvenient

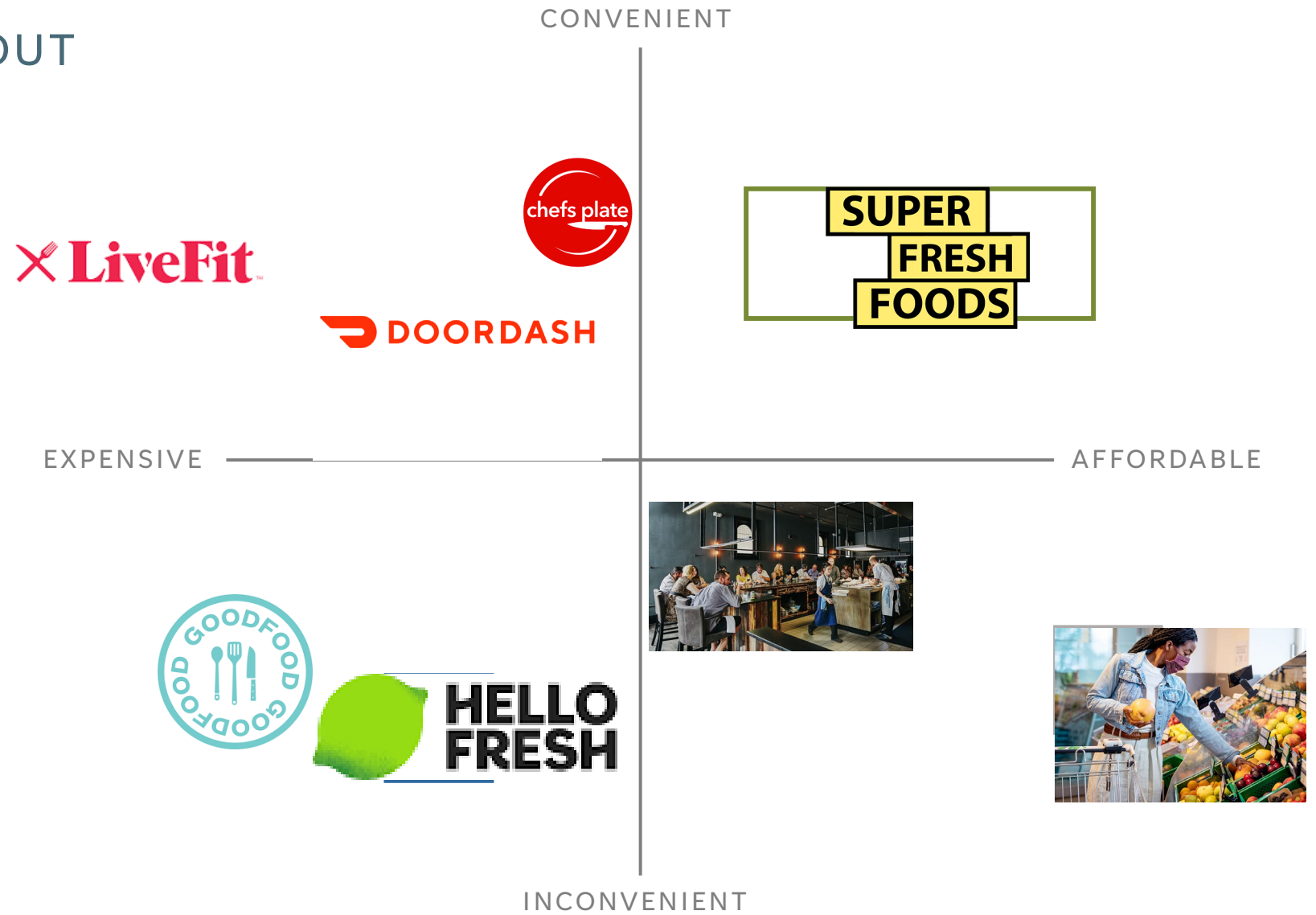
Hello Fresh

Product is expensive and inconvenient to use

Standalone restaurants

Product is affordable, but choice is limited to usually one genre of food

COMPETITIVE LAYOUT



BUSINESS MODEL

How we'll scale in the future

SUBS

Subscription based meal deliveries to growing markets as well as cobrand solutions.

TECH

Customized proprietary software manages logistics by tracking meals from ordering, ingredient acquisition, meal preparation, delivery, and payment.

PARTNERS

Super Fresh Foods working to increase revenues through strategic partnerships and organic growth.



GROWTH STRATEGY

Scaling to meet demand

SUMMER
2023

Began strong marketing push in Southern BC on www.allyourmeals.com platform

WINTER
2023

Developed Ontario hub for production and fulfillment

SPRING
2024

Begin big marketing push to GTA region to increase sales



SUMMARY

At Super Fresh Foods, we believe in giving it all. By using organic cooking methods and developing top recipes, we foster a consumer-first mindset. We thrive because of our market experience and a great team behind our food.



THANK YOU

Benny Doro, CEO

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