



EXECUTIVE SUMMARY

In A Nutshell: Charlie's Table™ is dedicated to building an asset light, socially responsible, affordable luxury brand of premium, gluten-free, at-home, dining experiences indistinguishable from fresh food containing gluten - starting with our time and customer tested, proprietary, signature, fresh artisanal pasta.

Branding, five shapes of pasta, packaging, manufacturing, extended shelf life, national distribution and website are in place. Sales will primarily be through multiple channels. Online sales, which recently started, are already receiving repeat orders.

Charlie's Table redefines social responsibility. Our existing sister 501(c)3 will include an information based, activated, social network for people affected by gluten. Initial guides are online. In May, we paired with Broadway Cares to raise money for food insecure people. 5% of company profits go to people who are food insecure.

The Market: According to NPD (market research) Group: 30% of all consumers now eat gluten-free – including upwards of 6,000,000 people who need to eat gluten-free - and the market is growing.

Products: Our pasta is artisanal, certified gluten-free, pareve kosher, dairy free, soy free, non-GMO and peanut free - utilizing simple ingredients. Bronze cut dies help sauce adhere to pasta. An onboard expert is able to create shapes to order. Additional products that fit the Charlie's Table brand will be developed utilizing independent creators. We have recipes for four distinct sauces, two of which were created for us by the Culinary Institute of America.

Manufacturing & Product Development: Charlie's Table minimizes investment expense by sourcing ingredients and manufacturing via an independent, certified, 100% dedicated gluten-free facility in the lower Hudson Valley and storing product in an independent cold storage facility.

Marketing & Sales: We are developing a strong brand presence on social media with endorsements from customers, online influencers and the media. Working out the kinks of online sales, we are only offering packages of 4 (9 oz) containers. Depending on shipping, customers are paying between \$45 and \$65 per order, or \$10 to \$15/container. Repeat customers are currently generating close to 30% of online revenue. We have begun sales in a NYC natural market and in an award-winning chef's restaurant in Boston. Charlie's Table has recently become an approved supplier to KeHE distributor, providing access to over 33,000 grocery stores and several hundred KeHe sales representatives.

Competition: The Gluten Free Magazine founder told her hundreds of thousand subscribers that the other available fresh pastas are "mushy."

Management team: Our experienced co-founders have put together a team with extensive industry experience.