

# NUMU

## WE REMOVED THE DAIRY, BUT KEPT THE DELICIOUS

**PLANT-BASED MOZZARELLA, PERFECTED.** NUMU was born in Brooklyn. Created with pizza legends. And served in the best pizzerias in New York and nationwide.



### ➤ WHY NUMU?

- Delight pizza lovers with authentic flavor
- Attract new loyal customers
- Increase volume and profitability
- Serve the best plant-based cheese on the planet

### ➤ WHY NUMU IS #1

- Authentic pizzeria flavor, texture, and appearance!
- Perfect performance in melting, coverage, and color
- Easy-to-use (Hint: it's just like regular shredded mozz)



### “ THE ONLY VEGAN CHEESE THAT MATTERS

- Chef Brooks Headley, James Beard award winner



“

### OFFERING NUMU HAS INTRODUCED A NEW CLIENTELE TO MY FAMILY'S PIZZERIA, WHICH HAS BEEN IN BUSINESS SINCE 1976.

- John Cesarano of King Umberto

## ➤ THE POWER OF PLANT-BASED

### 30+%

of the population is vegan, flexitarian or lactose intolerant <sup>(1)</sup>

### 88+%

say they would order pizza more often if available with plant-based cheese they liked <sup>(2)</sup>

### 78%

of consumers expect to pay more for a plant-based cheese option at a restaurant <sup>(2)</sup>

### 154%

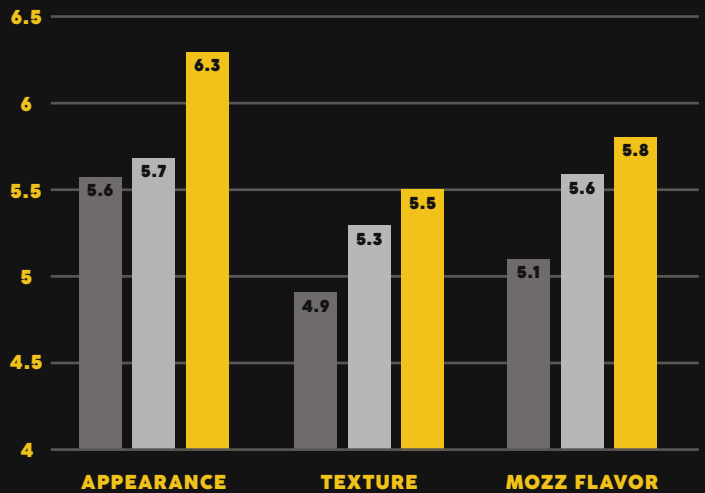
projected increase in plant based mozzarella menu penetration in the US over the next 4 years <sup>(3)</sup>

(1) The Food Institute 1/5/22; Sprouts Market survey 2021; ClevelandClinic.org (2) Nov 2022 Sunseed Research online survey among 507 vegan, flexitarian, and lactose intolerant consumers (3) MenuTrends YE SEP'22, PENETRATION: of restaurants that serve apps, entrees, or sides, % that offer

# ➤ CONSUMERS RATE NUMU THE BEST PLANT-BASED MOZZARELLA

- Major Brand A
- Major Brand B
- NUMU

SOURCE: Sept 2022 CLT among 165 vegan, flexitarian and dairy free consumers by independent product testing firm



PRODUCT		DESCRIPTION			
Plant-based mozzarella cheese - shredded (4 lb bag)		A plant based mozzarella style cheese that closely resembles traditional dairy mozzarella cheese in food applications.			
INGREDIENTS					
Filtered Water, Refined Coconut Oil, Potato Starch, Organic Tapioca Starch, Organic Soy Milk Powder, Non-GMO Carrageenan, Calcium Phosphate, Salt, Natural Flavors, Lactic Acid					
ITEM NUMBER	GTIN	CASE PACK	CASE CUBE	TIHI	
#2010-1	000850018080101	4	0.74 FT <sup>3</sup>	8x10	
NUTRITIONAL INFORMATION PER 100 G SERVING					
Calories	270 g	Sodium	1040 g	Protein	3 g
Total Fat	20 g	Total Carbohydrate	21 g	Vitamin D	0 mcg
Saturated Fat	18 g	Dietary Fiber	0 g	Calcium	963 mg
Trans Fat	0 g	Total Sugars	0 g	Iron	1 mg
Cholesterol	0 mg	Added Sugars	0 g	Potassium	425 mg



LEARN MORE

LET'S TALK CHEESE  
Contact us for samples and demos:  
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