

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 ⁽¹⁾

88+%

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

78%

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

154%

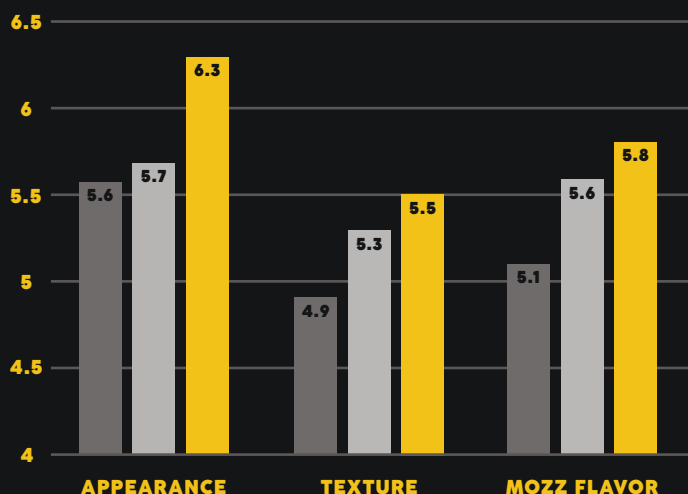
projected increase in plant based mozzarella menu penetration in the US over the next 4 years ⁽³⁾

(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					
(NON-GMO/VEGAN/KOSHER) : Water, Refined Coconut Oil, Potato Starch, Organic Tapioca Starch, Organic Soymilk Powder, Kappa Carrageenan, Calcium Phosphate, Salt, Natural Flavors, Lactic Acid.					
ITEM NUMBER	GTIN	CASE PACK	CASE CUBE	TIHI	
#2010	000850018080118	4	0.74 FT³	8x10	
NUTRITIONAL INFORMATION PER 100 G SERVING					
Calories	270 g	Sodium	888 mg	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 g	Added Sugars	0 g	Potassium	424 mg



LEARN
MORE

LET'S TALK CHEESE
 Contact us for
 samples and demos:
info@NUMUVegan.com

[NUMUCheese.com](https://www.NUMUCheese.com)
[@NUMUVeganCheese](https://www.facebook.com/NUMUVeganCheese)

[@NUMUVegan](https://www.instagram.com/NUMUVegan)
[@NUMUVegan](https://www.tiktok.com/@NUMUVegan)

