ReNew Foods: Executive Summary

A. Food Waste is an Opportunity
The fresh foods market sees an economic loss of $940 billion annually as a result of food waste. We have developed a food product that aims to turn this problem into an opportunity. Our company operationalizes this opportunity by converting leftover pulp from cold pressed juices into highly nutritious products. We have partnered with the rapidly growing fresh food company Urban Remedy to source organic, non-GMO food pulp at no cost, and to sell our products alongside their line at Whole Foods Markets. The current prototype is a Carrot Cake Bar made from 62% pulp and costs $0.76/ per unit to produce, enabling us to charge lower prices than our competitors while still earning a profit. Initial sensory tests indicate very positive consumer feedback and further tests will be conducted to ensure the product can compete on both taste and price. Three more products are in the pipe works, and we expect to expand our product line after the initial launch of our first product. We are targeting a health-conscious consumer that wants to buy organic food without paying premium prices. Our company believes renewing food benefits not just our own health, but the future of the planet.

B. Our Unique Product
ReNew Foods capitalizes on the novel idea of sourcing high quality ingredients leftover from large-scale food processing systems to create low-cost, clean and delicious food products for their budget customers. By dramatically reducing input costs, ReNew Foods can sell their product at prices well below market levels, while still meeting the high quality that consumers expect. The organic market is currently a $43.3 billion industry that has experienced annual double-digit growth, and we see this demand is especially high in urban population centers. Specifically, nutrition bars are a subcategory that are experiencing similarly high rates of growth with a CAGR of 7.5%. Coupling these market analytics with data that shows consumers are prioritizing fresh ingredients over long shelf life, our fresh nutrition bar will be entering a rapidly growing market niche that does not have many competitors.

C. Financials
A key component to the success of our company is the low production costs of our products. Low input costs lead to lower prices for consumers which enables our company to increase market share and increase sales. Profit margins improve as production levels increase, so we will proceed from Phase 1 through to Phase 3 cautiously yet as quickly as possible. Each bar will sell for $2, so a profit of $.86/ unit will be earned initially, and increasing to $1.24/ unit once we expand the number of stores where we sell. Initially we'll sell in only 3 retail outlets, so we can closely monitor purchasing trends and tweak the product and pricing as needed, before scaling up. Our production costs are the source of our highest input costs, since we will be renting space in a commercial kitchen and producing our products 2 times per week. We expect the ingredient costs to further decrease once we are able to purchase ingredients at wholesale costs.

D. Implementation and Milestones
As a startup, we plan to implement our business plan in 3 phases. Prior to the first phase, we will finalize the product recipe and conduct shelf-life studies, design packages, conduct nutritional analysis, satisfy all food safety regulations, and finalize the company website. Phase 1: Store Launch will start conservatively with a product launch, producing 300 units/ week and selling to 3 grocery stores. In Phase 2: Production Scale-Up we'll expand production to 600 units/ week which allows us to earn a higher profit margin. Phase 3: Store Expansion will continue the increase in production size by selling in more retail stores and online, allowing consumers the option to order subscriptions for the fresh ReNew products to encourage repeat
customers. Our company has a lucrative partnership with Urban Remedy, which sells their products in branded kiosks located in numerous Whole Foods Marks throughout the Bay Area. As a company very interested in reducing the costs of their own landfill and food disposal costs, this company not only provides us the raw pulp at no cost but also will provide shelf-space in their kiosks for us to sell our ReNew Foods products.

E. Team Members and Contact Information
Innovation, creativity and quality are the driving forces behind our diverse entrepreneur team. Benefiting from the support of industry leaders, food science experts, sustainability consultants and product developers, our team is uniquely positioned to capitalize on this win-win solution for producers, consumers, and the environment.

**Tiffanie Ramos, Product Developer** ttramos@ucdavis.edu
Tiffanie is a 5th year Food Science major. After graduating from culinary school, she knew she wanted to learn more about the science behind food and food technology. Last summer, she interned at the California Processing Tomato Industry Pilot Plant at UC Davis, with a focus on tomato processing. She hopes to work in product development or as a research chef.

**Jenna Huynh, Quality Assurance, Social Media** jnhuynh@ucdavis.edu
Jenna joins ReNew Foods as a 4th-year Food Science student with a focus in food safety, research and development, and food sustainability. Her previous experience includes ensuring tomato quality at a local processing facility, as well as learning about international food safety at a university in Japan. Currently, Jenna serves as the president of the Food Tech Club, and as an academic peer adviser under the Food Science and Technology Department.

**Lucas Baker, Product Developer** baker@ucdavis.edu
Lucas is an international student from Quito, Ecuador, and a second year Food Science major. Lucas has experience working in three different food processing companies; two in Ecuador and one in the U.K. One of the Ecuadorian companies processed hot peppers and the other made gourmet chips, while the company in England made condiments of all kinds. Lucas is interested in this startup because it exemplifies the goal he’d like to achieve with his major after he graduates, which is to create new products that succeed in the marketplace.

**Brandon Chen, Sensory** bmchen@ucdavis.edu
Brandon is a fourth year Food Science major at UC Davis. Brandon has always had a passion for food sustainability. He is glad to be a part of ReNew Foods, where he hopes to make impactful changes in the food industry by innovating new ways to repurpose food waste. Brandon has had previous experience in sensory science and food product development from internships at the Sensory Innovation Lab at UC Davis and Beachbody LLC in El Segundo. Brandon will also eat anything in the name of reducing food waste.

**Maddison Gurrola, Team Lead, Product Developer** mkgurrola@ucdavis.edu
Maddison Gurrola is a fourth year Nutritional Science major at UC Davis. She completed a Professional Culinary program from Academy of Culinary Education as well as attending Moorpark Community College in her home city of Los Angeles, California. Maddison has two and a half years of experience as a line cook at James Beard Award Winning chef’s John Shook and Vinny Dotolo’s Son of a Gun Restaurant. Her interest in food and health brought her to UC Davis. She previously interned at Mattson Food Co. as well as The Perishable Food Council of Northern California and Nevada. Her future goals include pursuing a career in Research and Development combining both her culinary experience and nutritional education.