



Frying without oil

Who We Are

Discover the Difference



Unique solutions, better results



Innovation - Product Development - Relationships

**Innovation &
product
development
partner**

**Strategic
relationships
across the
food chain
industry**

**Focus on
healthier
better
functional
foods**

Commitment to Collaboration



HB Solutions

**Value
Proposition**

**Taste all
Aspects**

**HB
EatGood**

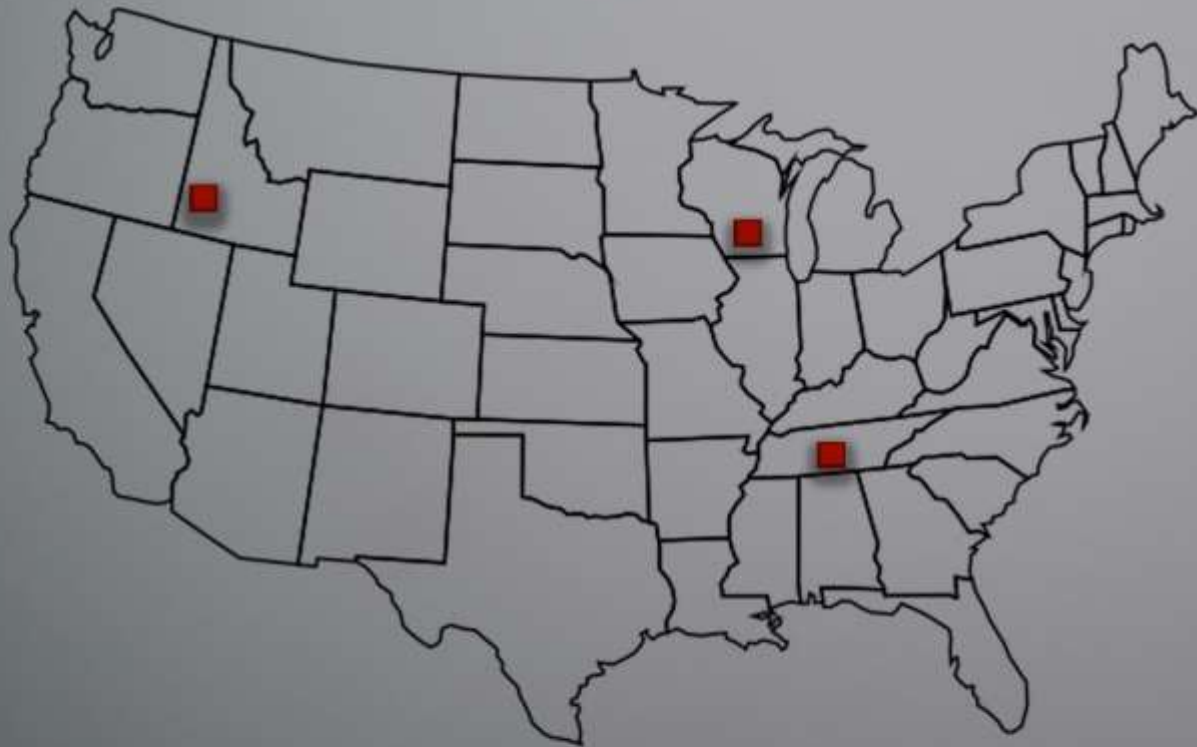
**Healthier
and Better**

**Convenience
Delivery**



Where We're At

- Nampa, ID
- Beloit, WI
- Cookeville, TN
- HB Europe - Relationships



Our Capabilities

- Blending
- Bread Crumb
- Turn-Key Manufacturing & Packaging Solutions
- Innovation & Development Team
- Collaborative Relationships with Suppliers & Processors
- Healthier & Better Functional Products
- Farm-to-Table, HB Specialty Grains
- HB EatGood-LightFry Integrated Air-Frying System with Optimized Products



STEAM

Cooks food
quickly



MOTION

Rotating for uniform
cooking

HOT AIR

Circulates hot, dry
air, making the food
crispy



LIGHTFRY

Using Air Fry
Technology

Introducing The LightFry

This countertop system unites hot air for crisping and steam for quick cooking. Recreating the perfect deep frying effect.



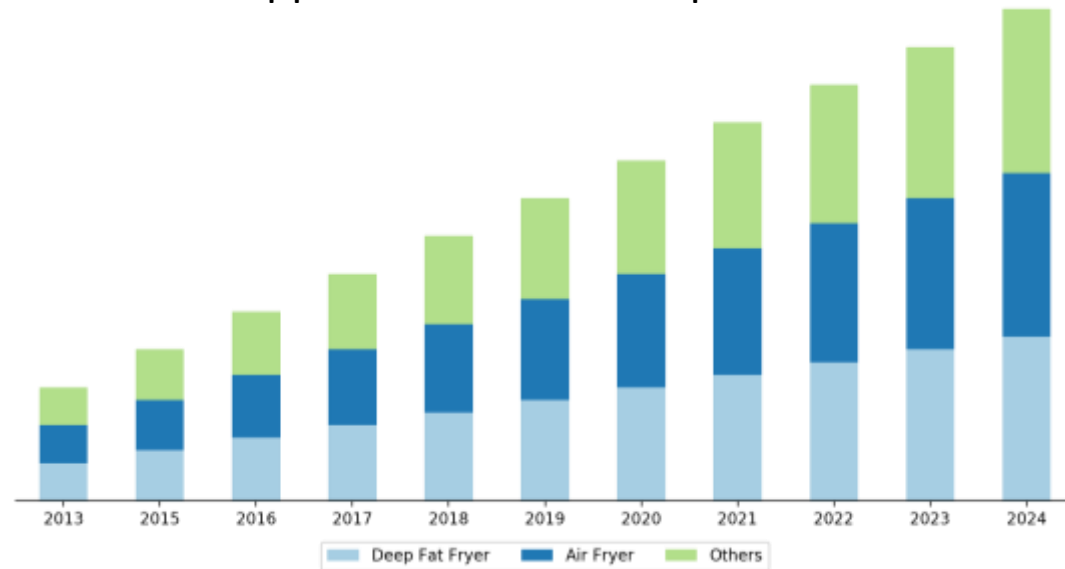
AIR IS THE NEW OIL

Global Residential Electric Fryers
Market Size Market Intellica

Air Fryer Growth: Air fryers have been one of the fastest-growing items in the category of small home appliances

Nearly 10 million air fryers were sold in the United States from late May 2017 to mid-March 2019 and growth is accelerating, in fact air fryer sales increased 69 percent, year over year, in 2018.

Consumer Small Kitchen Appliance Growth Comparison



As consumer exposure to air frying grows, recognition of “guilt free” air fried food increases



TREND ADOPTION CYCLE

Datassential. Food with a Story 2019

2. ADOPTION

Adoption-stage trends grow their base via low price points and simple prep methods. Still differentiated, these trends feature something premium with authentic yet a bit more “realistic” ingredients, equipment or presentations.

IN FOODSERVICE:

Fast-casual restaurants
Food Trucks
Hip
Casual independents
Independents

AT RETAIL:

Specialty grocery stores
Gourmet food stores

1. INCEPTION

Trends start here. Inception-stage trends exemplify originality in flavor, how they are prepared, or presented.

IN FOODSERVICE:

Fine dining
Ethnic independents
Ethnic stands

AT RETAIL:

Ethnic markets

3. PROLIFERATION

Proliferation-stage trends are adjusted for mainstream appeal. Often combined or paired with popular applications (on a burger, pasta, etc.), Equipment or preparation styles have multiple competitors,

IN FOODSERVICE:

Casual chain restaurants
Quick service restaurants

AT RETAIL:

Traditional supermarkets
Mass merchandisers

4. UBIQUITY

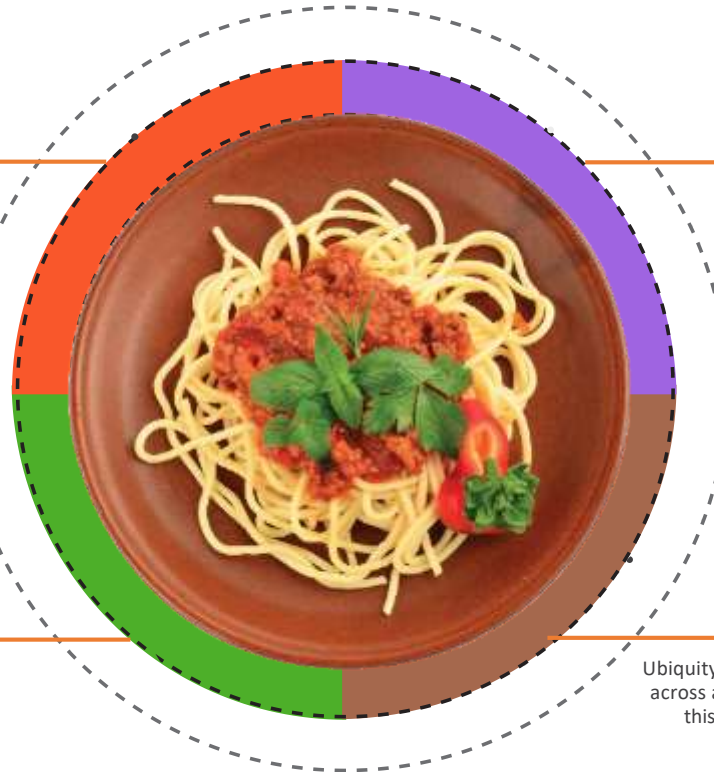
Ubiquity-stage trends have reached maturity, and can be found across all sectors of the food industry. Though often diluted by this point, their inception-stage roots are still recognizable.

IN FOODSERVICE:

Family restaurants
School cafeterias

AT RETAIL:

Dollar stores
Drug stores



Consumer electronic air frying is in the Ubiquity stage, Food service air frying is in the adoption stage

Consumers crave fast food flexibility

% of fast food orderers who would like to see the following when it comes to food

52% | Being able to **customize** menu options

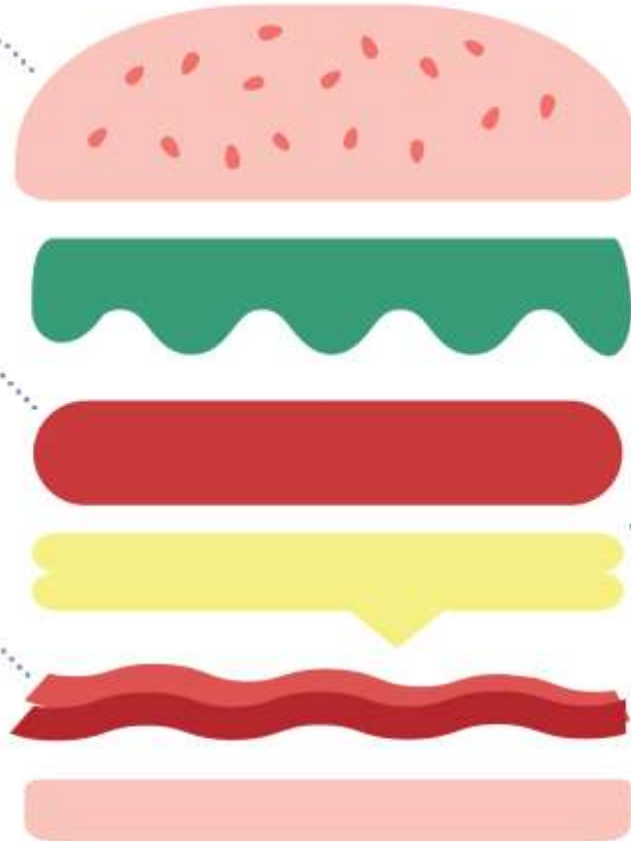
28% | More menu options reflective of **local cuisine**

20% | More **meat alternatives** /replacements

43% | **Healthier** menu options

21% | **Organic** ingredients

17% | **Specialty** dietary options



Question: When it comes to food, what would you like to see more of from your preferred fast food restaurant? **Source:** GlobalWebIndex May 2019 **Base:** 1,055 (UK) and 1,061 (U.S.A.) fast food orderers aged 16-64

The New Healthy

Datassentials Food Bytes
The New Healthy 2019

CONSUMERS

- 90% rank “what I eat and drink” as important to their overall sense of well-being
- 9% follow a strict, specific diet
- 15% use some kind of fitness or diet tracker
- 48% avoid sugar

OPERATORS

- 40% currently don't serve any plant-based menu items, despite their hype
- 44% are open to their suppliers providing healthful menu ideas and recipes, with all the relevant nutritional information
- 67% currently offer vegetarian menu items



Belief that we are what we eat is only strengthening, operators light frying deliver a reason to enjoy crispy fried food without the guilt.



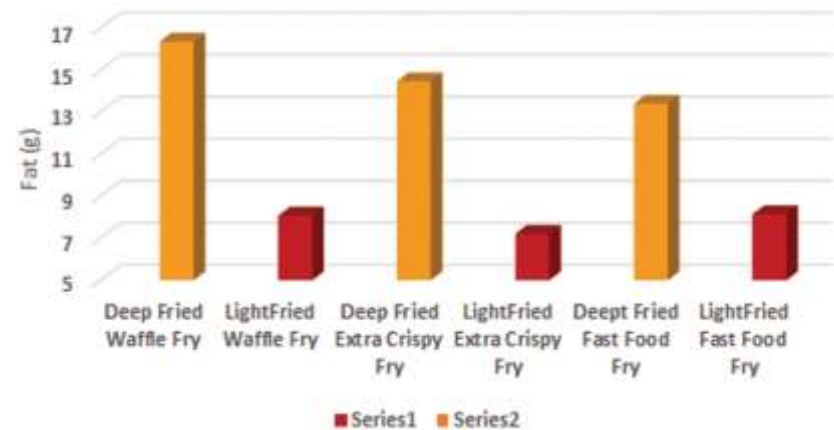
Nutritional Results

60% Total Fat Reduced as much as 60% in Par Fried Foods

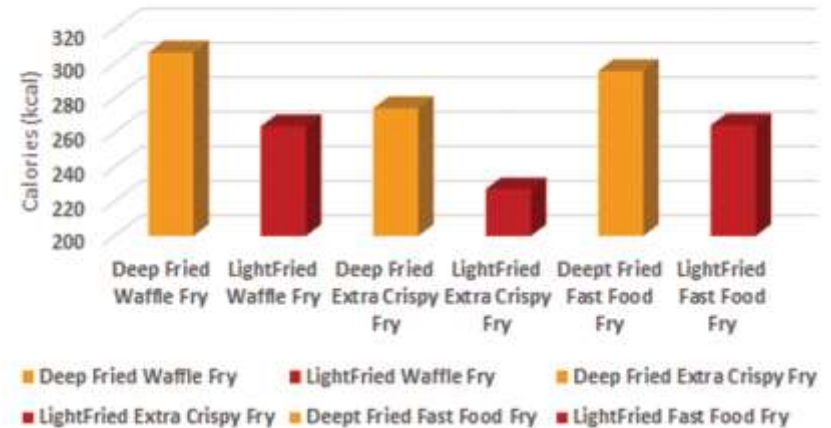
Corresponding reduction in Calories



Total Fat Comparison



Calorie Comparison



Self
cleaning



Controlled rotation
of basket makes
emptying easy



Cooks up to
5 lbs of
product at once



One button
cooking



Customizable
cooking phases



Ease of Use:

Less Time Cleaning

For the average establishment that serves fried food, your employees will spend 192 hours per year cleaning, changing, and filtering grease from the fryers.



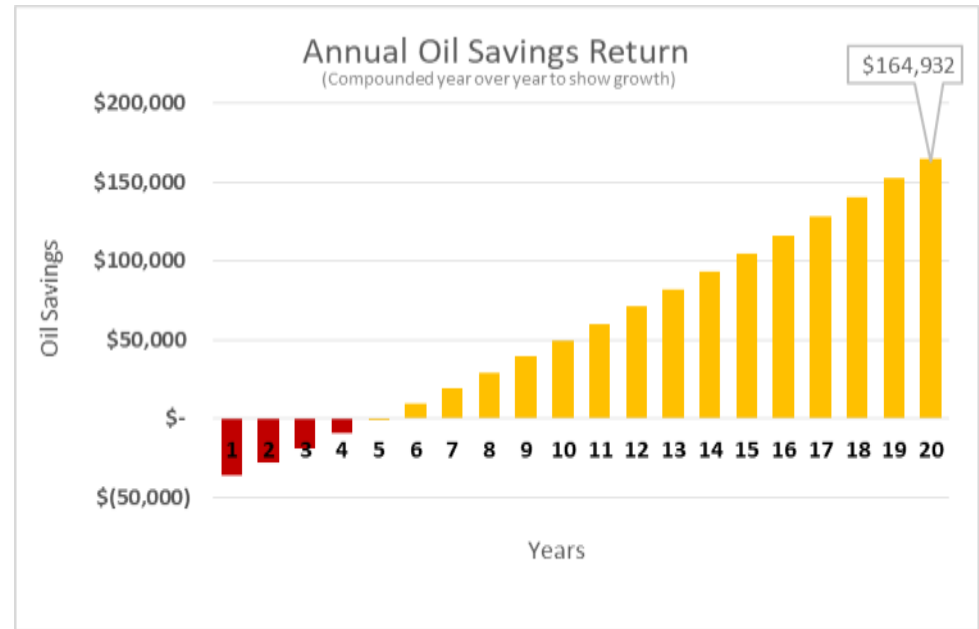
SOURCES OF SAVINGS

1. Fryer Oil
2. Labor
3. Ventilation
4. Safety
5. Energy Savings
6. Less Waste
7. Environmental Impacts
8. Sustainability

Cost Savings Through Efficiency

Case:

What could the extended oil savings return be for a fast food restaurant transitioning to LightFry?



Assumptions:

QSR purchases 20 containers of oil per month at \$35 per

No inflation calculated

Based on a purchase of 3 LightFrys at MSRP

Oil frying requires grease traps, expensive ventilation/extraction systems, and time-consuming cleaning. Installing a type one hood can cost as much as \$100,000+ all to deliver your guests crispy, delicious fried foods. The LightFry gives you the same amazing foods at a fraction of the cost and a fraction of the calories.



SUSTAINABILITY

The most efficient way to reduce waste is to not create it in the first place. Incorporating Lightfry can save you 100% of your fryer oil cost and waste.

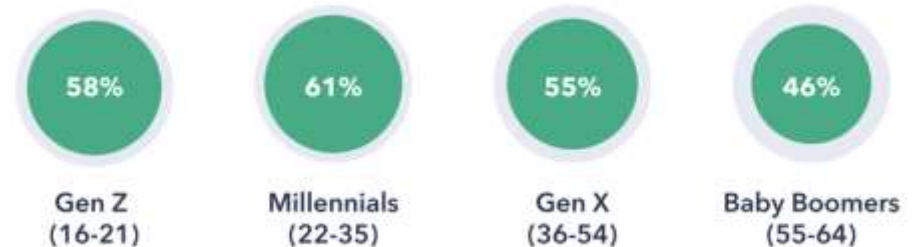
Prevention solutions are not only some of the most cost-effective but can also be easier to implement without having a negative impact on the guest experience.

Source reduction



Willingness to pay for eco-friendly products

% who agree that they would pay more for eco-friendly products



Source: GlobalWebindex Q2 2018 Base: 111,899 Internet Users aged 16-64

Each year as much as 133 billion pounds of food is wasted. Based on a survey conducted nearly half of restaurant operators track food waste as a prevention method.



The Competition

Ventless Fryers



Quick N Crispy



Combi Ovens



Fryers



	Perfect Fry	Quick N Crispy	Oven	Fryer	LightFry
Reduced Calories?	✗	✓	✓	✗	✓
Reduced Fat?	✗	✓	✓	✗	✓
Tasty Product & Crispy Texture?	✓	✓	✗	✓	✓
Even Cooking	✓	✗	✗	✓	✓
Cook Time For 1,4.5 lb. Bag:	5 Min	9 Min	22 Min	5 Min	7.5 Min
Auto Empty	✗	✗	✗	✗	✓
Self Clean	✗	✗	✓	✗	✓
Ability to Refresh without adding oil	✗	✓	✓	✗	✓

Why choose

HB EatGood™ LightFry



- Grow offerings for health and wellness market.
- Attract more eco conscious consumers
- Reduce cost
- Improve product consistency
- Diversify your menu
- Be the leader in offering Air Fried Fast Food
- Improve delivery product quality

