



# MODERN -MEAT-

The Evolution of Meat

# MODERN MEAT

## MISSION

**MODERN MEAT** prides itself on using 100% plant-based ingredients in all its products. We design our products in kitchens with our customers in mind and are fierce advocates of providing alternative meats that are accessible, healthy, tasty and sustainable. We are deliberate in choosing soy-free, gluten-free and non-GMO ingredients. We want to change the way food is produced and consumed for the benefit of people, animals and the environment.



# WE ARE THE EVOLUTION OF MEAT

- **MODERN MEAT** is disrupting the food industry, providing a healthier more sustainable alternative to traditional meat products.
- **MODERN MEAT** is rich in protein derived from plants not animals.
- **MODERN MEAT** is NON-GMO, Vegan, Gluten-Free and does not contain SOY. Our products mirror the taste and texture of traditional meat products with less health implications.
- **MODERN MEAT** is curated using 100% plant-based ingredients by top chefs. Our Chefs create nutritious recipes from whole foods, in a kitchen not a laboratory.
- **MODERN MEAT** is a sustainable choice. Plant-based products require less land, less water and emits fewer pollutants and GHG emissions than animal agriculture.



# WE ARE PLANT BASED

- **MODERN MEAT** is the plant-based option that has the look, texture and taste of traditional meat products.
- **MODERN MEAT** is a great tasting vegan option, containing real whole foods.
- **MODERN MEAT** is accessible, environmentally sustainable and a healthier option than traditional meat products.

## MODERN MEAT IS FOR EVERYONE

Our plant-based meat products have a positive impact on environmental sustainability and animal welfare



# WE ARE CHEF CURATED

Our products are created in kitchens by Chefs who have carefully crafted our selection of products from real, whole foods. They are inspired and dedicated to developing unique tasting recipes for the health conscious consumer.

Our ingredients are whole and natural, and provide health benefits far superior to traditional meat products.

- **MODERN MEAT** is soy-free, gluten-free, non-GMO, with no hidden ingredients, chemicals or preservatives.
- **MODERN MEAT** products are not lab grown unlike many alternative meat products.



# WE ARE HEALTH CONSCIOUS AND PROFITABLE

The plant-based, meat substitute market is one of the fastest growing food markets in the world and it's here to stay. It continues to gain recognition not only for its health benefits, but its positive impact on the environment.

A recent report anticipates that up to 60 per cent of “meat” may come from non-animal sources by the year 2040.

(Source: The Guardian.com)

Consumers today are more aware of the benefits of healthy choices, food safety, hormone and antibiotic use, animal welfare, and the health of the planet.



# A FAST GROWING MARKET IN HIGH DEMAND

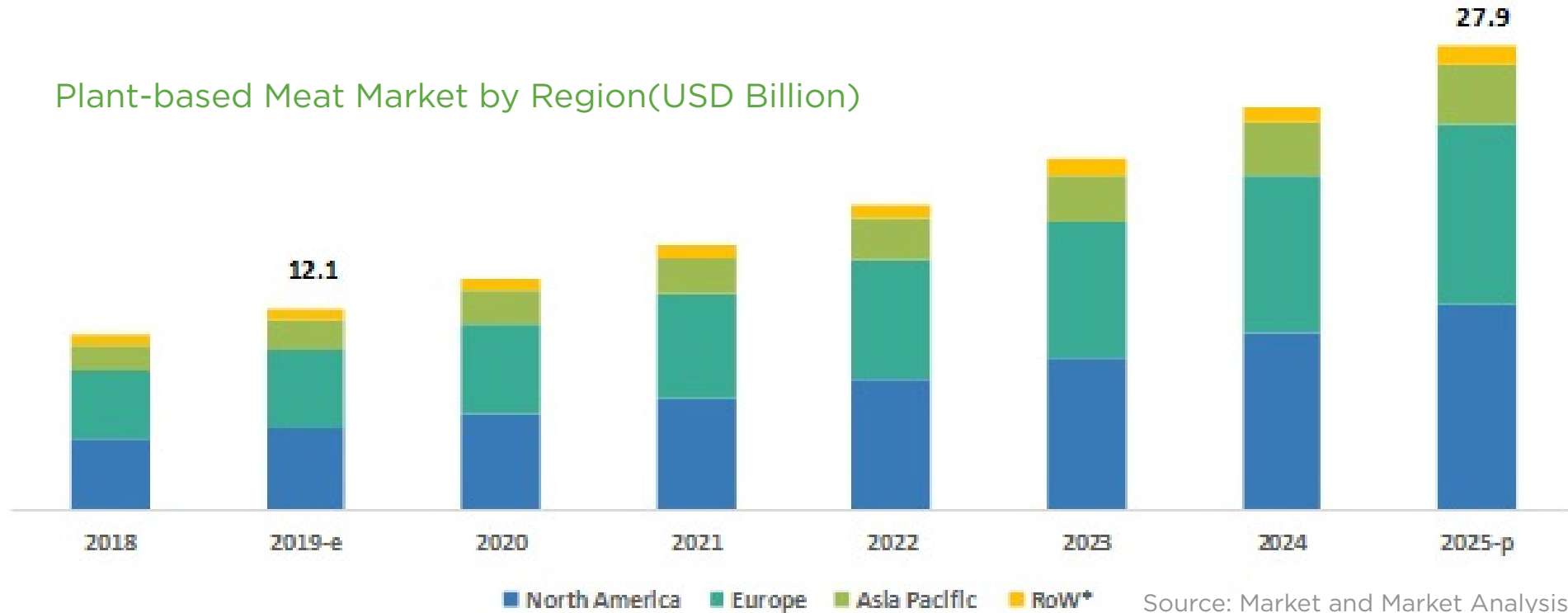
- At least 7 of the 15 most well-funded food and beverage startups are plant-based.
- Beyond Meat has had a 840% gain since its IPO and is one of the hottest stocks of 2019.
- Daily Harvest, a New York-based subscription service specializing in frozen, plant-based, one-step-prep foods, secured \$43 million investment from Lightspeed Venture Partners and VMG Partners who join existing celebrity investors Gwyneth Paltrow and Serena Williams.
- A positive impact on sustainability and animal welfare without the need to sacrifice taste or texture.



# AWARENESS IS DRIVING GROWTH

Consumers are more astute and will change their eating habits for the betterment of health, environment and animal welfare

Plant-based Meat Market by Region(USD Billion)



e - estimated | p - projected

RoW includes South America and the Middle East & Africa

Source: Market and Market Analysis

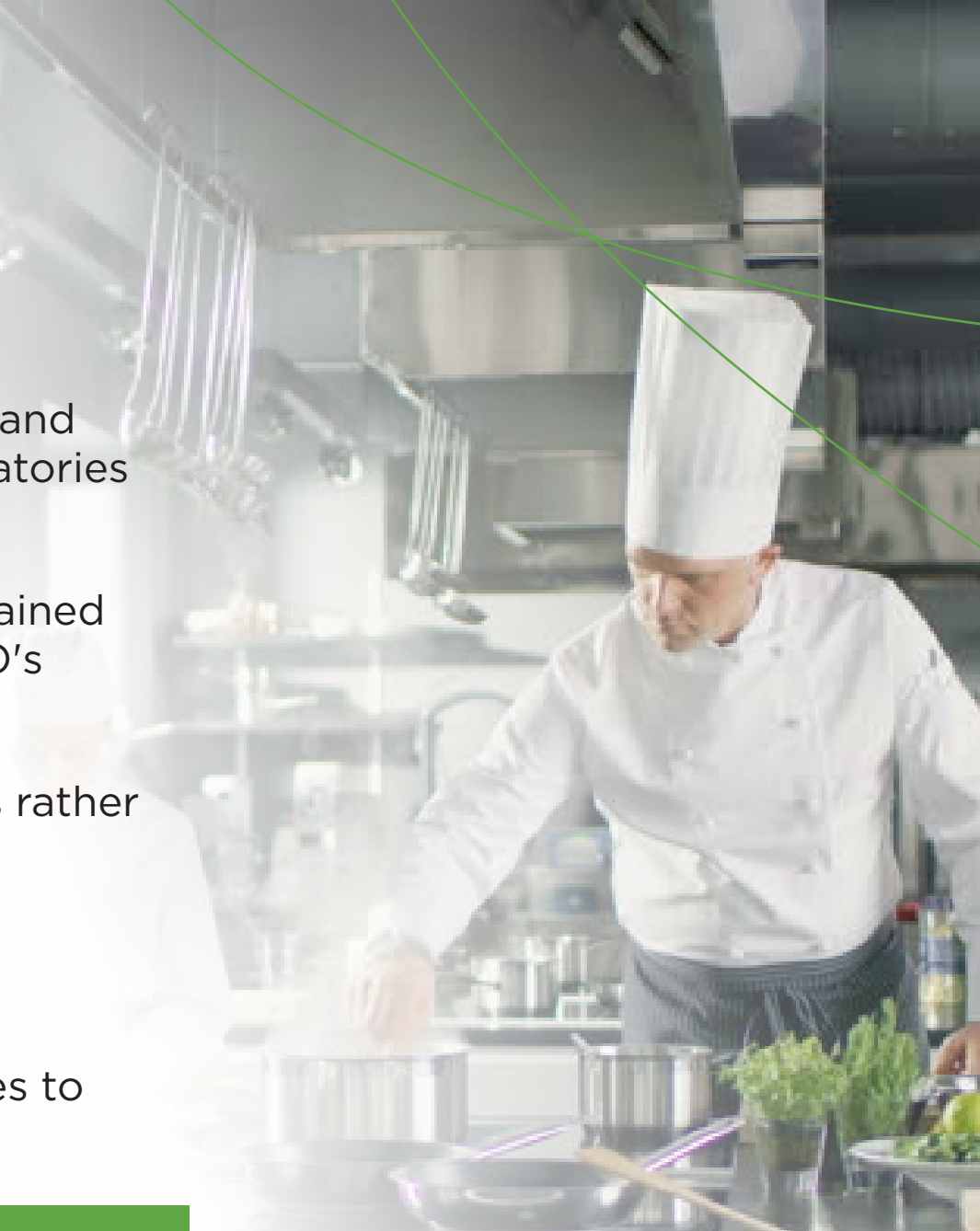




# CHEF INSPIRED NOT LAB DESIGNED

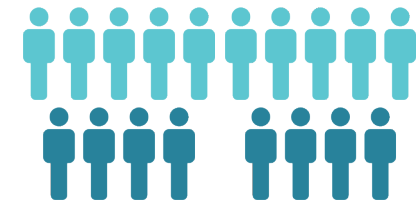
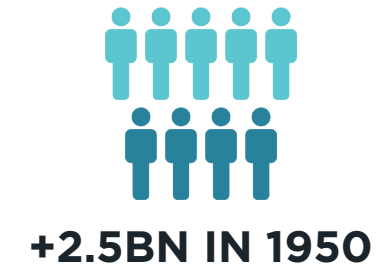
- Many meat alternative recipes include products that are modified and processed plant proteins. They are researched and tested in laboratories and do not provide any health benefits.
- Industrial Biotechnology is used to create protein sources not obtained by animals. Some meat alternative companies choose to use GMO's from yeasts or bacteria in their meat substitute recipes.
- Science is entering the kitchen with food created by technologists rather than Chefs.
- We believe Chefs should determine R&D and recipe creation. Commercial kitchens are our laboratories.
- We are continually altering, enhancing and researching new recipes to further develop and improve our products.

Our Chefs aim to select specific ingredients to satisfy and not sacrifice taste.



# WHY PLANT-BASED MEAT PRODUCTS?

- As the population continues to grow so does the need to feed it. There are numerous projections illustrating that supply will not be able to keep up with demand.
- Traditional cattle farming depletes resources such as water and land, and require waste management, which is a serious concern for an industry many feel is not sustainable.
- Red meat is associated with many long-term health concerns such heart disease, cancer, high cholesterol and diabetes



## SOLUTION?

Plant-based meat products such as MODERN MEAT



# SOME OF THE CURRENT PLAYERS

- Beyond Meat (US)
- Impossible Foods (US)
- Just Inc (US)
- Moving Mountains (UK)
- Maple Leaf (Canada) purchased Field Roast and Lightlife Foods in order to include plant-based products into their offering
- And the list is growing...



# WE ARE MODERN MEAT

Plant-Based  
Sustainable  
Health Conscious  
Chef Curated



# OUR TEAM

# MANAGEMENT

## Tara Haddad

### CEO

Ms. Haddad is an accountant and entrepreneur who has over 20 years of experience building successful companies in the public and private sector. She previously worked at Ernst and Young where she managed sectors in audit, tax and risk management. Currently, Tara provides strategic consulting to multiple companies, evaluating financial operations and overall corporate strategy.

Tara was the Founder and CEO of Aspire Learning Centre, an educational development company focused on math and language arts, before its successful buyout. Currently, she is a mentor in the Forum for Women Entrepreneurs Program (FWE), where she is an advocate for women in leadership roles. Tara holds a CPA-CA designation with a Bachelor of Science degree from Simon Fraser University.

## Cassidy McCord

### Director, Strategic Sales and Account Manager

Ms. McCord is a up-and-coming business woman who has amassed a multitude of operational and capital markets experience. She most recently managed and led operations for several private entities.

Her specialities include corporation reorganization, and cost efficiency analysis of operating entities. She has a personal and vested interest in health and nutrition.



# OUR TEAM

# THE CHEFS

## Chef Kayla Dhaliwal

Chef Kayla Dhaliwal completed her training at Vancouver Community College and has worked as a chef for over 13 years. Her passion for the culinary arts began at an early age. At 17, she worked as a cook at a retirement home and since then she has worked in fine dining, casual diners, hotels and catering. She owned and operated her own establishments in between being recruited for menu development and Executive Chef positions across Vancouver and the Fraser Valley.

Chef Kayla was a contestant on Top Chef Canada Season 3 in 2013. She is currently Corporate Chef with the fastest growing hospitality groups in the country, JRG, managing menu development for Meal Ticket Brands and Glass House Estate Winery. Chef Kayla developed one of the first recipes for the Modern Meat burger in 2019.

## Chef Dino Renaerts

Dino Renaerts has firmly established himself as one of the west coast's culinary leaders. Renaerts completed his education and training in Vancouver and has built a prolific career spanning over two decades that has seen him cook in a clutch of the city's finest restaurants. Today, Renaerts applies his talent and passion to his role as partner in The Bon Vivant Group, serving discerning clientele across the province. He also is currently is tasked to create new products for The Modern Meat.

Studies at the Dubrulle French Culinary School and a three-year apprenticeship at the William Tell led to roles at Bishop's and Le Gavroche. He later accepted executive chef positions at the Crown Plaza Hotel Georgia and the Metropolitan Hotel, home to the acclaimed Diva restaurant.

Chef Dino was challenged to concieve several products for Modern Meat which will be launched in 2020.





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## The Sustainable Future of Meat

For more information please contact:

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