

revolution FOODS™

The Next Generation Food Company
{for generations of healthy kids}

Kirsten Saenz Tobey, MBA
Revolution Foods
Co-Founder and CIO

Sponsored by:

**The University of Arizona College
of Medicine at the Arizona Health
Sciences Center**



The Problem Today

We're Eating on the Go

- 33% of kids get more than 40% of calories from outside home
- Kids eat 3 snacks per day, mostly junk
- 30% of kids eat fast food daily

Unhealthy Food is Ubiquitous

- 50% of kids' calories from added fat/sugar
- 70% of vended beverage options in school high in sugar
- 78% of kids do not eat recommended fruit & vegetable servings

Healthy Food ≠ Yummy Food

- < 10% of kids eat daily recommended fruits/veggies
- ~1% of kids' food/beverage sales from fruits/veggies
- Chips and French fries are the most popular "veggies" with kids



• Over 1/3 of American youth are overweight or obese

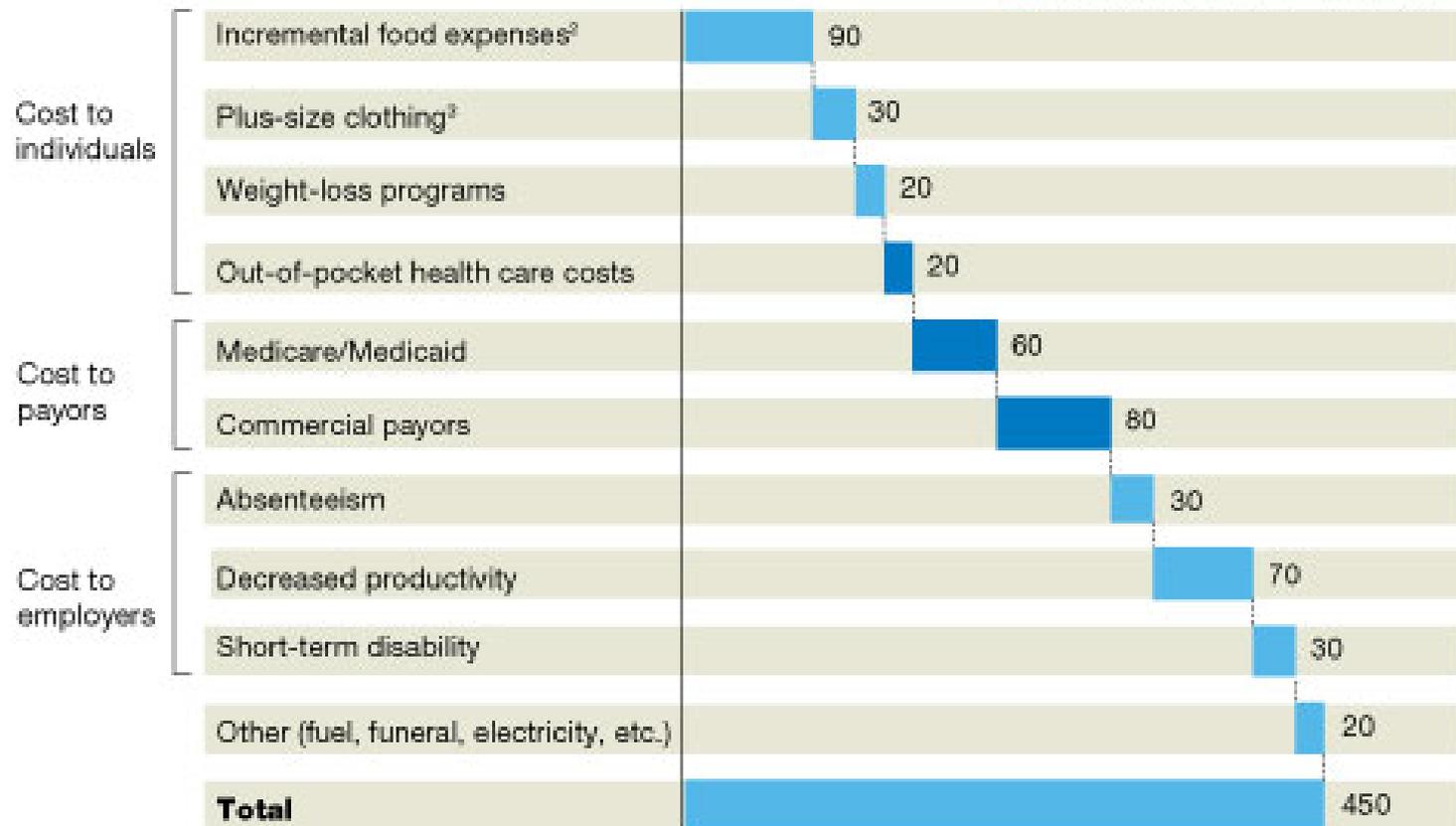
• Half of minority children born after 2000 will develop Type II Diabetes

• Obesity-related diseases will account for 25% of national healthcare budget in the next 5 years

• Current generation of youth will live shorter life spans than their parents if obesity epidemic is not addressed

Direct and indirect costs of obesity

in \$ billions



¹Rounded estimates.

²Based on estimated cost of incremental calorie intake to maintain obese weight.

³Based on incremental costs of plus-size clothing.

Source: McKinsey analysis; Centers for Disease Control and Prevention; 2006 National Health Expenditure Accounts; Euromonitor

The Traditional School Lunch



- Meals based on frozen foods and highly processed packaged foods
- Processed meats, highly refined sugars and flours
- Few, if any, fresh fruits and vegetables
- Low quality milk and high fructose corn syrup-laced chocolate milk



We know how to solve problems

1. Seat Belt Use



2. Smoking Reduction



3. Recycling Programs



4. Obesity



The Opportunity Today



{bridging the great divide between convenience & health}

Convenience

Fun, Yum & Accessible

The food industry has captivated the hearts and minds of kids with unhealthy food offerings consisting of:

- High fat, sugar & salty foods
- Fun food formats, popular characters/toys

OUR GOAL:

To make healthy food desirable & accessible to all kids in America, establishing a lifetime of healthy and sustainable eating

Health

Wholesome, Ho Hum & Inconvenient

Healthy options are currently:

- Not widely available
- Not economically accessible
- Not kid desirable

Our Product

- **Delicious:** So kids love our food
- **Variety:** including whole grains, vegetables & fruits
- **Real:** Cooking with few, recognizable ingredients
- **Home-style:** Foods that are close to their original state
- **Right-size, not super size**
- **Balance:** we want to satisfy kids' hunger
- **Organic, local and green** wherever possible
- **Never ever:** high fructose corn syrup, trans fats, additives, preservatives, artificial anything



Our Service

- **Daily fresh delivery**
- **Hot and cold meals**
- **Individual or family style**
- **School Account Managers** dedicated to customer service
- **Operational support:** financial management, compliance, & food safety
- **Nutrition education** included in partnership





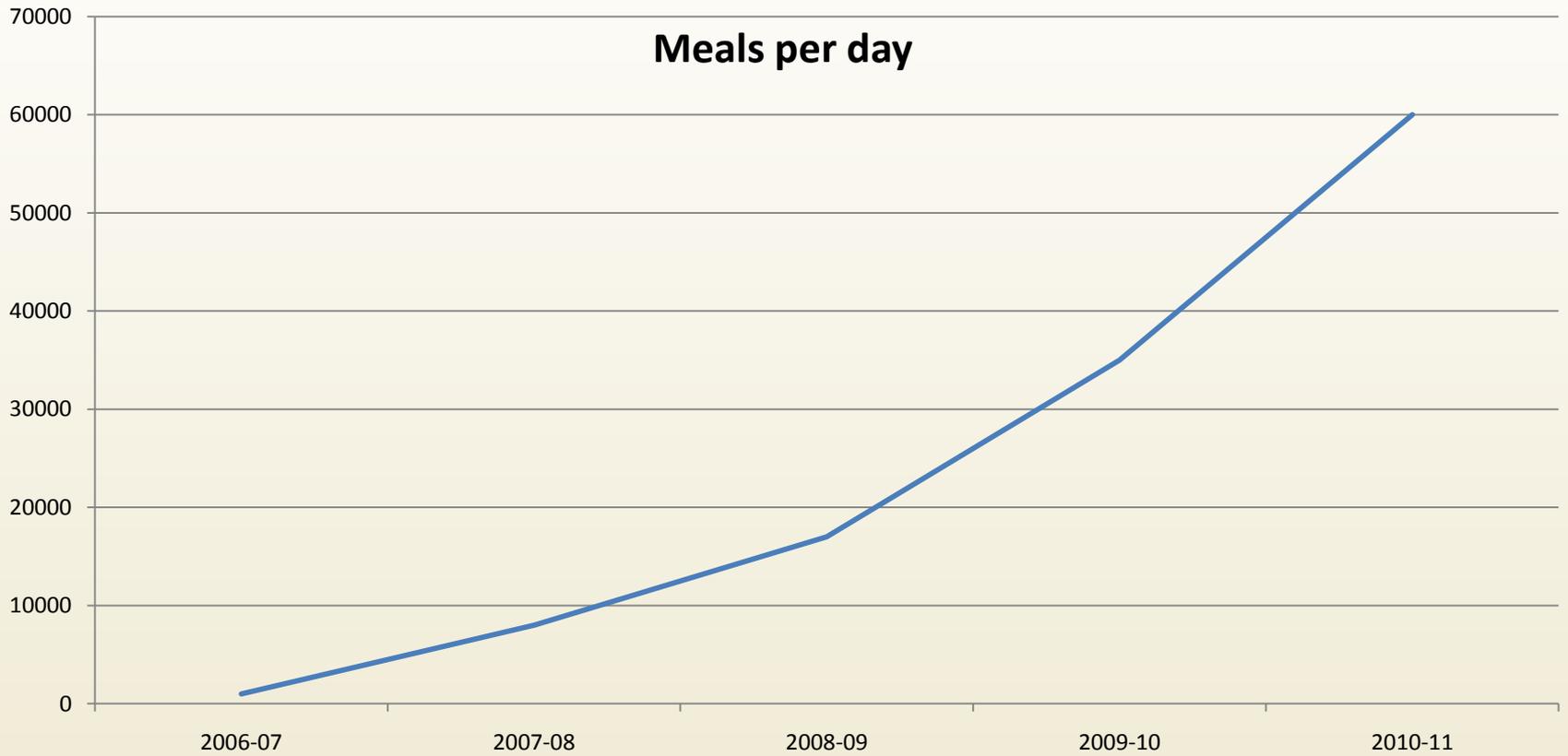
YOUR *body*
DESERVES
REAL
FOOD

revolution
FOODS

FOODS
LGA

FOOD

Our impact



Lunchbox solutions



3% of net revenues
from sales of products
go directly to
Revolution Foods to
help discount prices for
low income schools.

Available at: Toys R Us, Babies R Us, Whole Foods Market, HEB, Wegmans,
Amazon.com, Drugstore.com, Diapers.com

We educate our future generations



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FAMILY CORNER



Healthy home cooking ON A BUDGET!



Home cooking is a great first step in keeping your household food budget on target. In today's economy, more and more families are trying to eat at home instead of eating out. Step it up by making sure what you cook at home is good for your wallet and your body! *With some simple planning from shopping to cooking, enjoying nutritious meals at home is as easy as 1-2-3.*

1 MAKE A GROCERY LIST!

Using a grocery list will keep you from impulsively buying expensive items that you do not absolutely need.

Check your stock of staple ingredients. Add anything to your list that needs replenishing. Examples include pasta, brown rice, whole grain breads and cereals, and healthy cooking oils such as canola and olive oils. Staple ingredients may not make your list every week, but be sure to update your pantry or try something new!

Include your family's favorite fruits and vegetables. If you stick to produce that is in season, you can keep costs down. Keep dried fruits, nuts and seeds on hand for quick and easy snacks.

Don't forget protein such as lean meats, chicken, fish, and low-fat dairy. Remember that beans and legumes offer excellent protein for value, plus the added benefit of fiber.

Spend your money where it counts and check your list twice. Skip the sodas and junk foods that do not offer the nutrients your family needs for good health. Prioritize items on your list that offer nutritional value.

2 COOK ONCE, EAT TWICE! OR MORE THAN TWICE...

Prepare ingredients for your weekly meals on Sunday and then refrigerate immediately to use as ingredients for the rest of the week. For example, wash, cut and store your vegetables for cooking later in the week or for a quick snack. Grilling extra chicken for dinner on Sunday can be your fast and easy solution for Monday and Tuesday.*

SUNDAY	MONDAY	TUESDAY
Grilled chicken with veggies and brown Rice	Chicken Burgers on wheat bun w/ carrots	Tacos w/ diced chicken, lettuce, fresh salsa and cheese

*Food Safety precautions should be followed for storing reheating and eating leftovers as recommended by the Food and Drug Administration
<http://www.fda.gov/downloads/Food/ResourcesForYou/HealthEducators/ucm109233.pdf>

3 PREPARE ONE-DISH MEALS!

One-dish meals that incorporate all the food groups are a quick and inexpensive way to get all your body needs from one place.

Stir-fry: cook chicken or beef with veggies and noodles or rice in a wok or sauté pan.

Stews: combine veggies with meat, potatoes or rice in a pot with broth or a tomato base

Casserole: layer any combo of grains, veggies, meat and/or cheese ingredients in an oven-safe dish and then bake (ex. lasagna, enchilada casserole, tuna casserole)

Try to include as many food groups as possible in your one-dish meal!

CHECK OUT A NEW ORGANIZATION REVOLUTION FOODS IS PARTNERING WITH: One Family One Meal. One Family One Meal can be found online at www.onefamilyonemeal.com, and offers simple family-friendly recipes, menu plans, and customizable shopping and budgeting tools. By following their helpful tips, families can save hundreds of dollars every year AND eat nutritious meals together. If you take action and join One Family One Meal, your membership helps support underserved communities in delivering Revolution Foods meals to low income schools.



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We offer an environment where kids enjoy learning to cook and eat real food



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Sywarfield.com



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REAL food

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