



## **Diet of the Gods**

A divinely-inspired line of organic functional foods

**Investor / Partner materials**

2022

# What it is

Diet of the Gods® is a premium line of nutritionally-beneficial organic food and beverage products based on what the gods of multiple cultures actually ate.



And  
many  
more...

The insight driving customer engagement and excitement is:

***You can eat healthier by eating what the gods ate.***

## Examples of the products



### The drink that made Zeus Zeus

The nymphs who raised Zeus in a cave raised him 100% on goat's milk. And Zeus is one of history's all-time mega deities.

The science backs up the mythology. The Cleveland Clinic is the #2-rated hospital in America, and one of its food gurus, Dr. Mark Hyman, explains that “the form of casein in goat’s milk (A2 casein) is not inflammatory, unlike the casein prevalent in most cow’s milk (A1 casein) that creates gut issues, allergies, eczema, and acne. Goat’s milk also has high levels of medium-chain triglycerides (MCTs), which boost metabolism and brain function, and higher levels of vitamin A, which is good for your skin.”

Speaking of MCTs, multiple clinical studies have confirmed that MCTs enhance exercise performance, which helps explain why Zeus could do so many push-ups.

## Examples of the products

### The protein that made Zeus Zeus



**\$27.00** 12 OZ TUB | GRASS-FED WHEY

**PayPal** Buy Now

**Pay Later**

☐ Debit or Credit Card

Powered by **PayPal**

The nymphs who raised Zeus in a cave raised him 100% on goat's milk. And Zeus is one of history's all-time mega deities.

The science backs up the mythology. This grass-fed whey protein is richer in BCAAs (and less allergenic and more easily digested) than whey from cows.

## Examples of the products



**When the gods want to hydrate, they don't drink Gatorade. They drink this.**

In India, shopkeepers hang bundles of lemon and chilis just outside their storefront for good luck.

Alakshmi is the Hindu goddess of misfortune. Her favorite foods are chilis and citrus, especially lemons. So the shopkeepers leave her a meal of it just outside their shops, so that she'll stay there, placated and content to feast on the foods, rather than come inside and look for trouble.

Alakshmi's snack is not only a great story, it's also great nutrition. Lemons and chilis are packed with:

Capsaicin - bioactive for pain relief and weight loss support

Hesperidin - bioflavonoid for blood vessel function

Potassium - electrolyte and essential mineral that regulates fluid balance and muscle contractions.

Vitamin C - antioxidant important for heart health and immunity, linked to mental function and memory

Vitamins B6 - drives amino acid metabolism and neurotransmitter generation.

## Examples of the products



### Persephone's favorite fruit

Hades, Lord of the Underworld, offered pomegranate to the lovely goddess of grain, Persephone, knowing that if she ate it, she'd be stuck with him forever. The fruit was so enticing (perhaps due to its stunningly beneficial nutritional profile), that she went for it.

Nutrition so good that it's worth an eternity in the Underworld? That's a powerful testimonial. So is the Koran, which calls the pomegranate a "gift from God." Eating it, said Mohammed, could rid you of the negative emotions of hate and envy. And the Mayo Clinic says pomegranate has 3x the polyphenol concentrations of green tea. Polyphenols counter bad LDL cholesterol. Gift from God, indeed.

## Examples of the products

It's whey better™



And while they yet believed not for joy, and wondered, He said unto them, Have ye here any meat? And they gave him a piece of a broiled fish, and of an honeycomb.  
- Luke 24: 41-42 (KJV)



## Examples of the products



## Competitive Advantages

1. Diet of the Gods is a disruptive brand concept that will create a category. The new category is ***divinely-inspired foods***.
2. Each food and beverage product will have a great story (and mythology) behind it.
3. The products will be backed by science, delivering genuine nutritional benefit. It turns out that what the gods ate constitutes a skillfully-curated array of nutritionally superior food options.
4. The product line will appeal to diverse demographics, and the brand's multiculturalism will help people discover and enjoy diverse traditions.



Norse



Hindu



Aztec



Greek



And more...

## Why the timing is great – reason #1

The organic and natural food market is booming.



New Hope  
NETWORK™

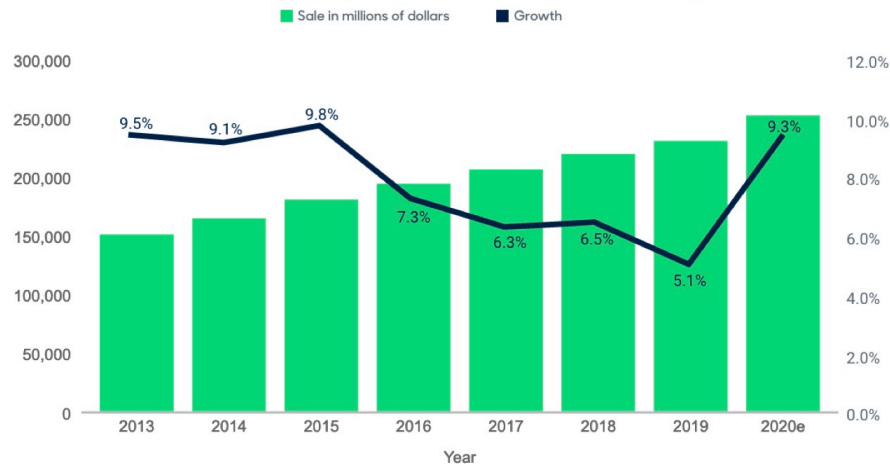
Sales are expected to surpass \$300 billion by 2024, according to *NBJ* forecasts.

### Organic and natural food trends

TAGS: [GENERAL](#) [FOOD TRENDS](#) [ORGANIC](#)

Dec 18, 2020

Natural and organic products industry sales and growth




It's a **\$250B** market

that grew at a

**9.3% CAGR in 2020**


## Why the timing is great – reason #2

Diet of the Gods is a breakout concept that builds on a key trend within the organic and natural foods space.

 **New Hope.**  
NETWORK™

## Organic and natural food trends

TAGS: [GENERAL](#) [FOOD TRENDS](#) [ORGANIC](#) Dec 18, 2020



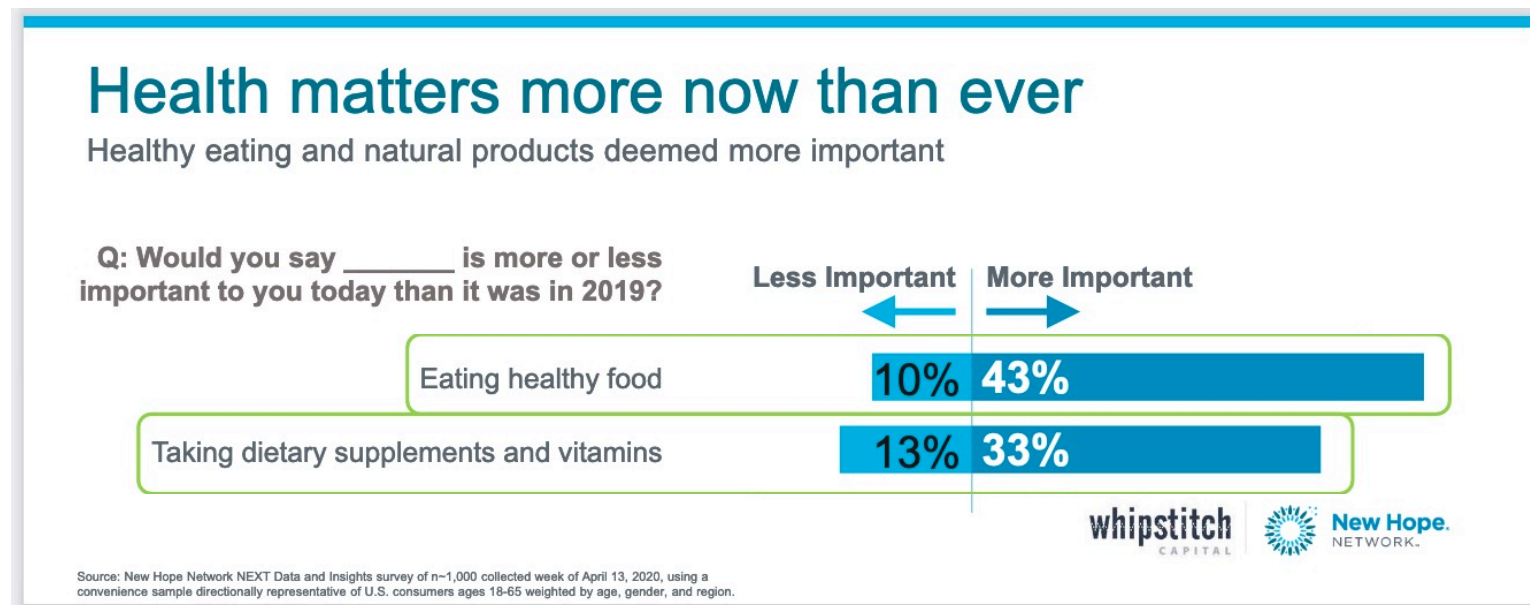
**The macro force of “ancient wisdom,”** which involves taking the wellness lessons of the past and applying them to the present, will continue to manifest in the organic and natural products industry.

For example, the paleo diet might fade from the forefront (it is still an important way of eating) but the macro trend of “ancient wisdom,” which involves taking the wellness lessons of the past and applying them to the present, will continue to manifest in the organic and natural products industry.

## Why the timing is great – reason #3

Post-COVID, healthy food will be more important to more people

From a September 2020 New Hope/Spins presentation:



## Solving a problem

**People want divinely-inspired foods. There is demand and interest.**

But there hasn't been a branded product line that A) helps you discover what those foods are, and B) makes them readily available. Now, with Diet of the Gods, there is.



Aleteia is a popular site with 20M monthly users. And for many weeks, this article on *what Jesus ate* was the #1 Most Read.

## We own the intellectual property

We own the registered  
Diet of the Gods® trademark.

**United States of America**  
United States Patent and Trademark Office

**Diet of the Gods**



**Reg. No. 6,503,378**  
**Registered Sep. 28, 2021**  
**Int. Cl.: 29**  
**Trademark**  
**Principal Register**


Story Foundry LLC (VIRGINIA LIMITED LIABILITY COMPANY)  
11160 C1 South Lakes Dr  
Reston, VIRGINIA 20191

CLASS 29: Goat milk; packaged meals consisting primarily of meat, fish, poultry or vegetables  
FIRST USE 5-22-2021; IN COMMERCE 5-22-2021

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

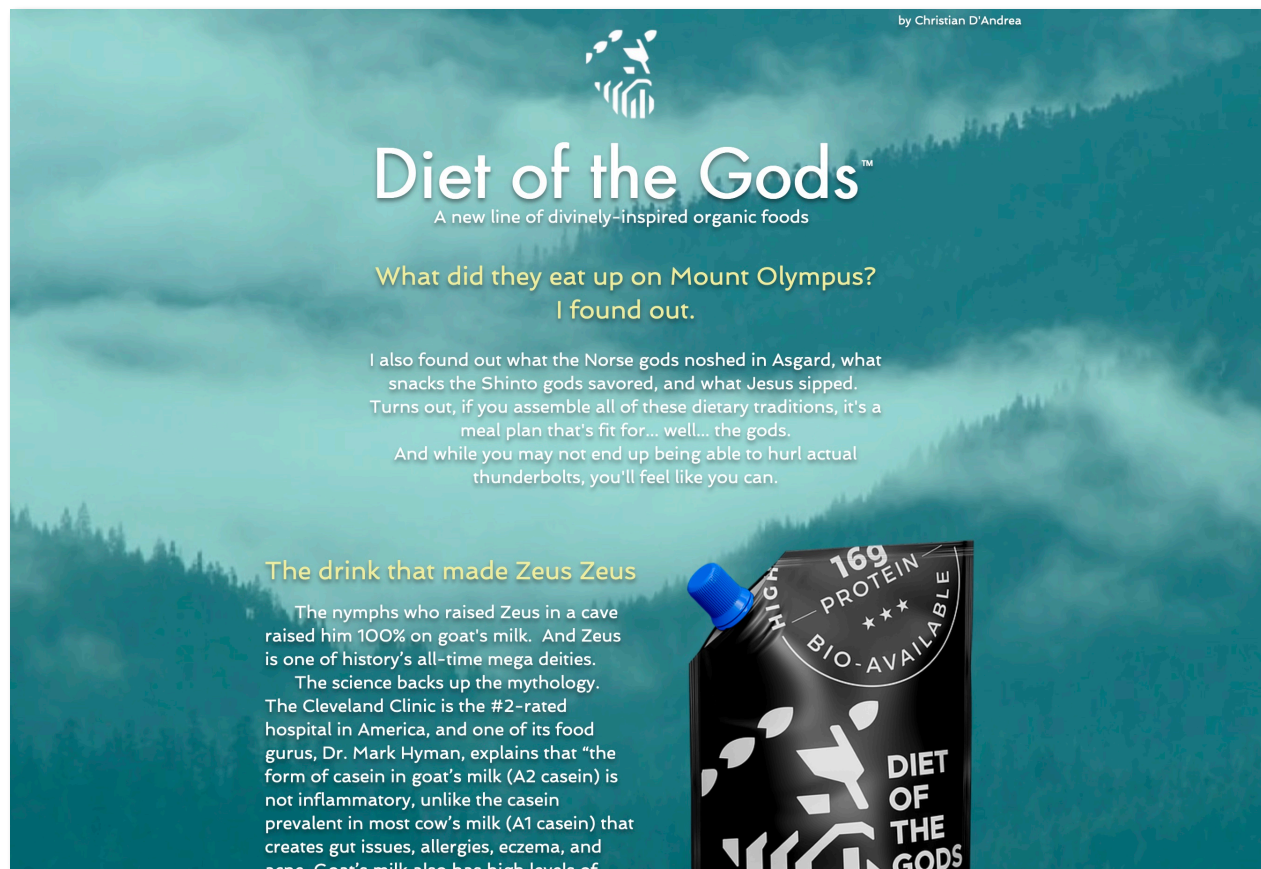
SER. NO. 88-931,332, FILED 05-24-2020

  
  
Performing the Functions and Duties of the  
Under Secretary of Commerce for Intellectual Property and  
Director of the United States Patent and Trademark Office



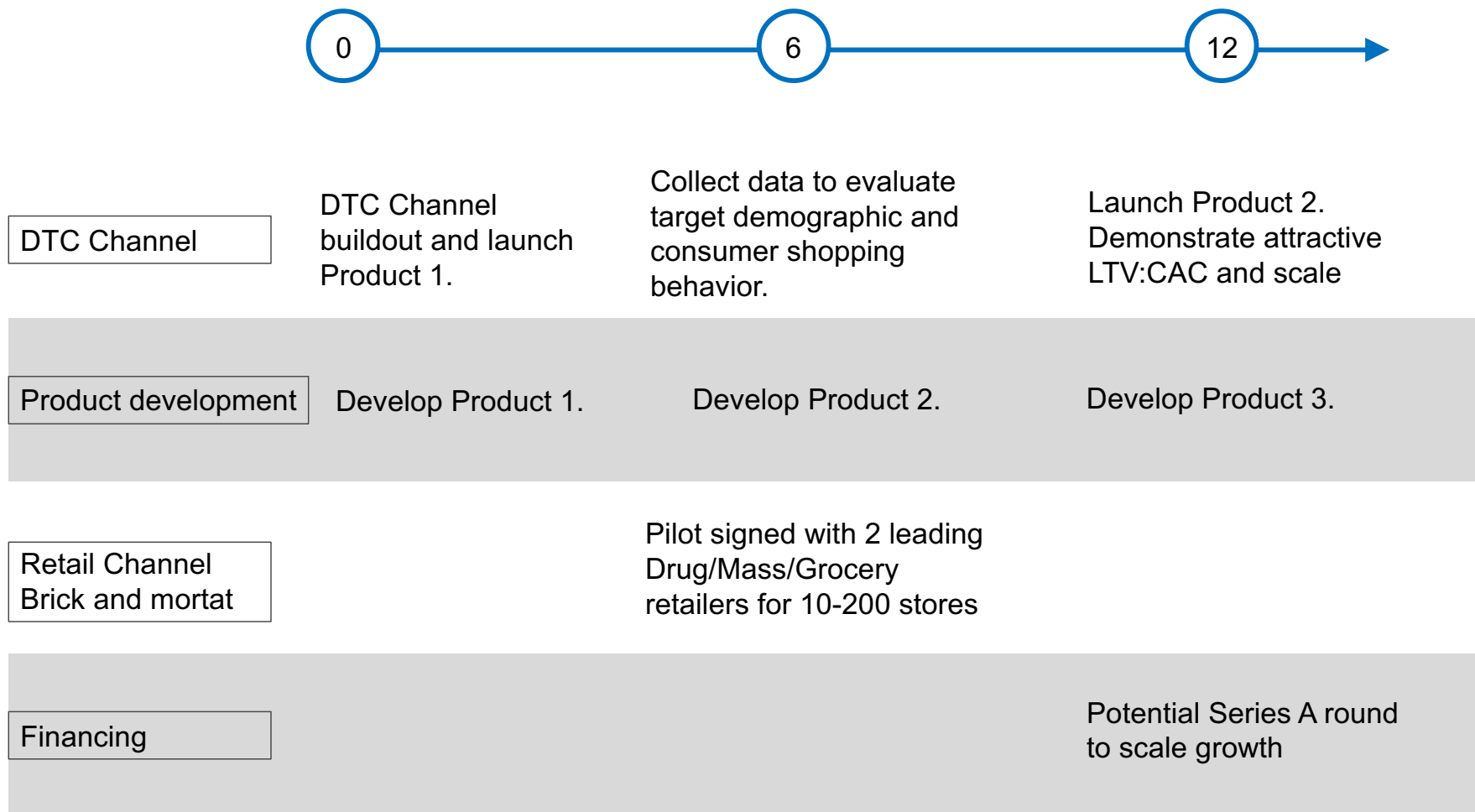
## We own the intellectual property (cont.)

We own [www.DietoftheGods.com](http://www.DietoftheGods.com) and FoodsoftheGods.com

The advertisement features a misty, teal-toned background of a forested mountain. At the top center is a logo consisting of a stylized tree with roots forming a classical column. Below the logo, the text 'Diet of the Gods™' is prominently displayed in a white serif font, followed by the tagline 'A new line of divinely-inspired organic foods' in a smaller sans-serif font. The central text block, in a yellow sans-serif font, asks 'What did they eat up on Mount Olympus?' and answers 'I found out.' Below this, in white, it describes the product as a meal plan inspired by various mythologies, including Norse, Shinto, and biblical. The bottom left section, titled 'The drink that made Zeus Zeus' in yellow, provides scientific backing for goat's milk, citing the Cleveland Clinic and Dr. Mark Hyman. On the bottom right, a black carton of the product is shown, featuring the brand logo and text including '16g PROTEIN', 'BIO-AVAILABLE', and 'DIET OF THE GODS'.

# COMMERCIAL GO-TO-MARKET

## 12 month milestones



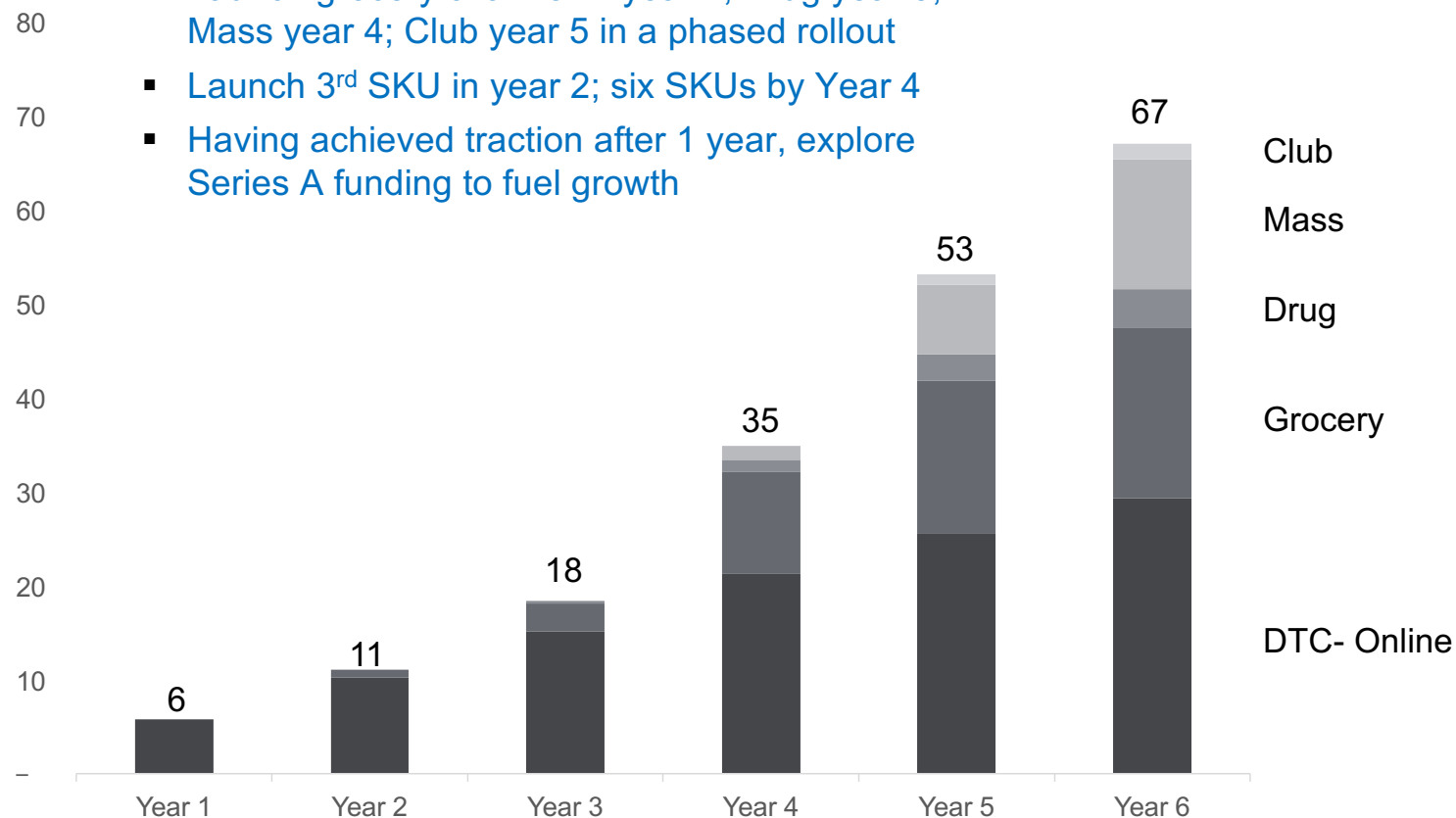
Note: see information about forward-looking statements on p. 24

# COMMERCIAL GO-TO-MARKET

5-year targets

## Key Milestones/Assumptions

- Launch grocery channel in year 2; Drug year 3; Mass year 4; Club year 5 in a phased rollout
- Launch 3<sup>rd</sup> SKU in year 2; six SKUs by Year 4
- Having achieved traction after 1 year, explore Series A funding to fuel growth



Note: see information about forward-looking statements on p. 24

## Recent CPG acquisitions/strategic investments have had exit multiples of 4-8x revenue

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- We deem a 4-8x revenue multiple to be reasonable given recent CPG acquisitions (see table below)
- The most likely path to liquidity involves a sale to a large CPG company or a private equity group
- The company will also consider dividend plans on hitting certain revenue/profitability targets

Acquisitions/strategic investments	Date	Valuation	Revenues	Revenue Multiple
Kellogg acquired RXBar	10/17	\$600M	~\$100-120M	5-6x
Mars invested in Kind, maker of Kind bars	11/17	\$3-4B	\$670M	4.5-6x
Conagra acquired Boomchickapop popcorn's parent company Angie's Artisan Treats	9/17	\$250M	~\$30M	8x
Hershey acquired Amplify, maker of SkinnyPop popcorn and Tyrrell's potato chips	12/17	\$1.6B	~\$380M	4.2x
General Mills acquired Blue Buffalo, a natural pet food brand	2/18	\$8B	\$1.3B	6x

# Team leader



## Christian D'Andrea

- Graduate of Harvard and Oxford
- Director/producer/creator of cable TV series (incl. Discovery Channel's *Halo Freefall Warriors* and Weather Channel's hit series *Hurricane Hunters*)
- Author (TOUCHING THE DRAGON, Knopf and Vintage, 2019)
- Founder of SoldierFuel.com

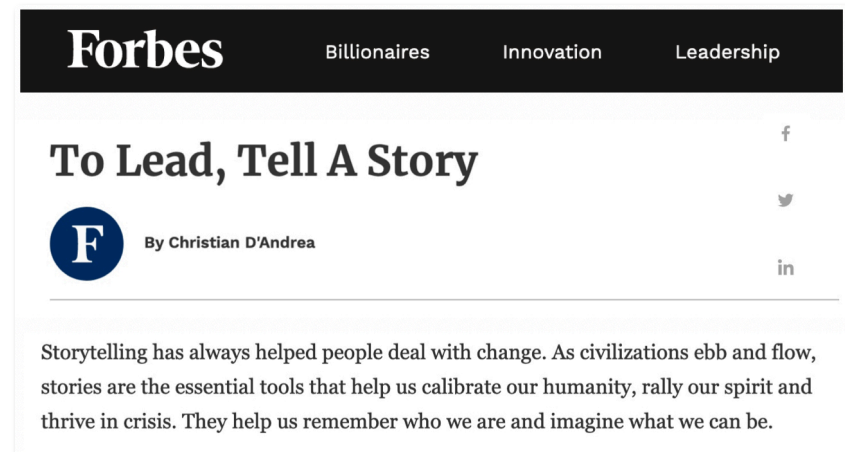
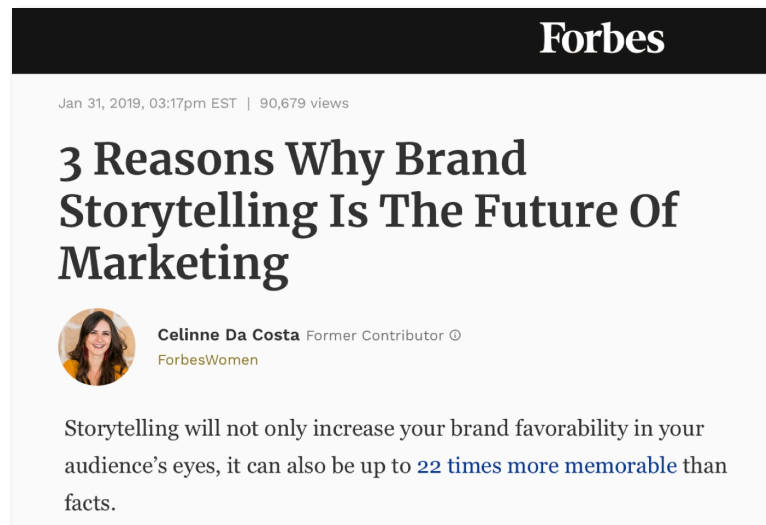


## Experience / media savvy

Being savvy about media and having story-telling ability are key to brand-building



Today's market wants story-driven brands.

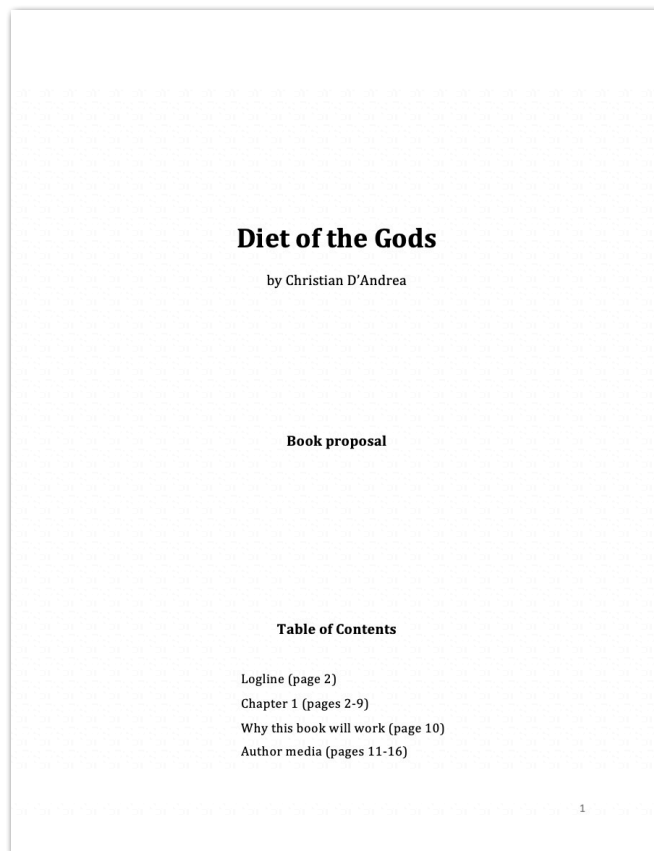


Stories give customers the joy of discovery

There's delight in finding out what the gods of various traditions ate, and then being able to eat those foods yourself.

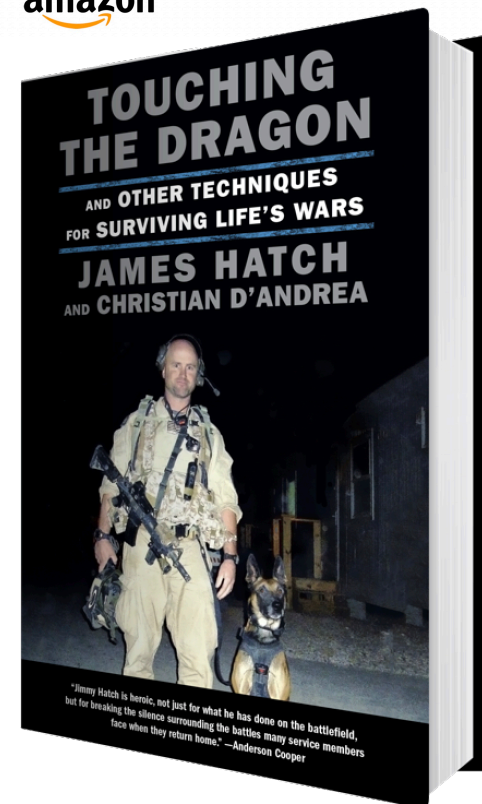
## PR / Marketing assets

I'm writing the DIET OF THE GODS book, which will help launch the brand.



My first book was published by Knopf and Vintage recently.

#1 New Release in Military & Spies Biographies  
#1 New Release in Biographies of the Afghan War  
amazon





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323.841.1365

## Forward-looking statements

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- Certain information set forth in this presentation contains “forward-looking information”, including “future oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, investment being discussed hereunder; (iii) the expected development of the Company’s business, projects and joint ventures; (iv) execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for the Company’s projects; (vi) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vi) renewal of the Company’s current customer, supplier and other material agreements; and (vii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.
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