

**J U
S T**

Look who's back

Yes, we played a little 'hard to get' while we were off building the plant-based egg category. But with the customer requests still pouring in, we're ready to smear back.

Our cult favorites are fully plant-based and cholesterol-free, but, make no mistake, these are the creamiest, most craveable mayo and dressings you've ever had. Available in 2024 in refrigerated and shelf-stable formats in both original and chipotle flavors.



JUST Mayo and JUST Ranch

Coming 2024

Made from plants

Using the hidden technology found in plant proteins all around us.

Pioneering

A cult-favorite among plant-based eaters. One of the first, leading plant-based analogues.

Human health

Cholesterol-free, lower in saturated fat and always non-GMO

Planet health

With no conventional eggs used, JUST Mayo and JUST Ranch use less water and CO2.

Sensory

Superior flavor and texture. Rich, creamy mayo. Zesty and tangy ranch.



Aligned to our mission

To build a delicious, healthy, and sustainable food system

⁽¹⁾ Water used to create a case of 6/12 fl oz mayo that results in
⁽²⁾ volume of greenhouse gases.



Taste	53% prefer to Hellmann's in taste tests
Health When compared to the Market Basket	No Saturated Fat No Cholesterol 35% less Total Fat
Planet When compared to the Market Basket	JUST Mayo requires 94% less surface and groundwater than leading brands. JUST Mayo has a 43% lower carbon footprint than leading brands.



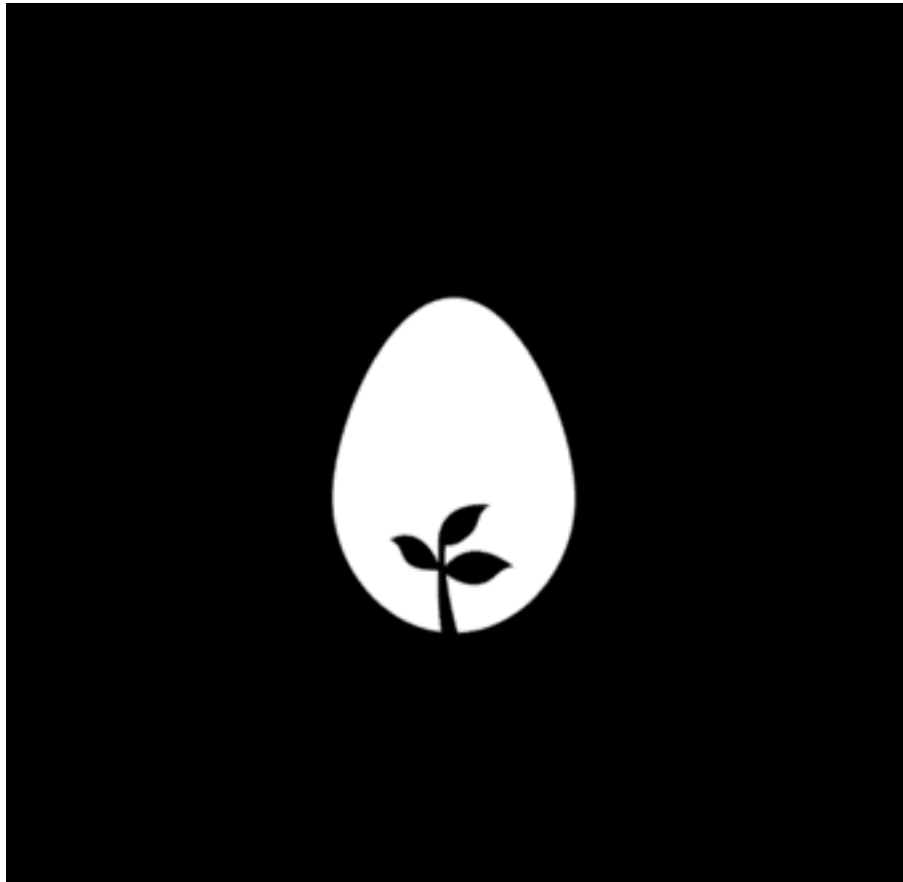
Taste	Preferred over Hidden Valley in taste tests
Health When compared to the Market Basket	64% Less Saturated Fat 36% Less Sodium No Cholesterol
Planet When compared to the Market Basket	JUST Ranch requires 88% less surface and groundwater than leading brands. JUST Ranch has a 33% lower carbon footprint than leading brands.

Pioneering plant-based eating

2011

Eat Just founded

We started with a simple question: Could we make delicious food from plants? And, in doing so, could we transform our food system for the health of our planet and our families.



2013

JUST Mayo launches

JUST Mayo lands on shelves and sandwiches across the U.S. Expands into thousand of doors and becomes a category leader.



2015

JUST Mayo fends off “Big Ag”

Our retail and foodservice partners stand with JUST Mayo against its attack from the egg industry.

Los Angeles Times

The egg industry launched a secret two-year war against a vegan mayonnaise competitor

... The campaign against Beyond Eggs, the original name of company behind Just Mayo, included flirting with an offer from a consultant who bragged he could rid the product from shelves “with one phone call,”...

2016

JUST Dressings launches

Retail partners expand their support for Eat Just by carrying its line of plant-based dressings, including a customer favorite: JUST Ranch.

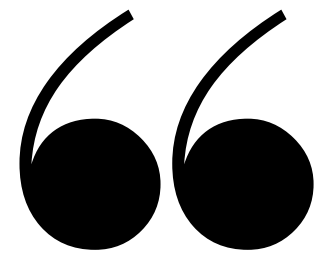


2019

JUST Egg

Eat Just launches its innovative JUST Egg and create a new category in grocery: plant-based eggs.





I prefer the taste of their JUST Mayo to Hellmann's, my 'must-have' brand, in a blind test.

Andrew Zimmern
Celebrity Chef

...a textural wonder.

Richard Blais
Celebrity Chef

Delicious.

Ruth Reichl
American food writer, co-producer of PBS's Gourmet's Diary of a Foodie, culinary editor for the Modern Library



Consumer demand for JUST Mayo and JUST Ranch remain strong

In the last 90 days

I was writing to inquire as to whether or not there are any plans to bring back JUST Ranch or JUST Mayo? The JUST Ranch was the absolute best on the market!

Chelsea, WeCare

I'm begging you guys please bring back the dressings. Never in my life have I found a good ranch that's vegan. They all taste so bad. Please?

Gina, WeCare

Why would you discontinue the best vegan mayo? Please tell me you're bringing it back!

Ruby, WeCare

What happened to JUST Ranch? It was hands-down the best vegan ranch I have ever had. Any hope that it might come back someday? All my other vegan friends are dying to see it back on shelves. Give the people what they want!

Alexis, WeCare

I have tried every eggless mayo the market could offer (I have an egg allergy) and no one not one brand hold a candle to JUST Mayo! I have no idea how you guys got it not just to taste like mayo but the same consistency as mayo. Literally no other brand has done it the way you guys have. So please bring it back!

Nat, WeCare

When can JUST Mayo be expected in stores? Really miss this product!

Steffi, WeCare

Will you be bringing back JUST Mayo? I loved it! I have a severe soy allergy and yours was the only one I liked.

Dianne, WeCare

Which grocery stores carry JUST Mayo? I have allergies, and this is the one mayo found that I not only can consume but enjoy very much.

Anna, WeCare

Is JUST Ranch ever coming back? That stuff was amazing and I'm still sad about it disappearing from the store shelves. My carrots miss it! My pizza and my salads do too!

Casey, WeCare

What happened to JUST Mayo? It was by far the best vegan mayo I've ever had but no one has it in stock anymore. You don't even have it listed on your website. What happened? Where can I get it?

Josh, WeCare

Are you ever going to make JUST Mayo and JUST Ranch again? Those were stellar and I am lost without them.

Susan, WeCare

Have looked forever [for] JUST Mayo. So disappointing, as I used it all the time.

Judy, WeCare

 **joelesvegan**
Commented on Post by justegg "Having trouble tracking down a bottle of #JUSTEgg? Fear not, your s..." [Sep 8, 2023](#)

BRING THE MAYO BACK 🌮

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 **Joel Alatorre**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, yo..." [Sep 8, 2023](#)

BRING THE MAYO BACK

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 **Heather Ann**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, yo..." [Sep 8, 2023](#)

Bring back the mayo!

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 **Nell Alk**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, yo..." [Sep 8, 2023](#)

Please bring back the mayo. The star of your lineup has been missing for months on months. Why stop producing an amazing product, arguably the best vegan mayo (formerly) on the market?

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 **lizstrothman**
Commented on Post by justegg "Having trouble tracking down a bottle of #JUSTEgg? Fear not, your s..." [Sep 7, 2023](#)


Just Egg I can find it's your mayo that seems to have completely disappeared and it was my FAVORITE.

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 **Susan Churchill**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, y..." [Sep 10, 2023](#)

Bring back the Mayo!!!

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 **Liza Alexis**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, yo..." [Sep 7, 2023](#)

Bring back the mayo!!!

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 **Deany Goode**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, yo..." [Sep 7, 2023](#)

Bring back just mayo

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 **Kyle L'Hommedieu**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, yo..." [Sep 7, 2023](#)

All I want is Just Mayo back.

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 **joeforacowboy**
Commented on Post by justegg "Having trouble tracking down a bottle of #JUSTEgg? Fear not, your s..." [Sep 7, 2023](#)

Can you make mayo again? We really want Just Mayo.

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 **Jackie Blue**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, y..." [Sep 12, 2023](#)

Please bring back Just Mayo.

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 **Jay Reed**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, y..." [Sep 11, 2023](#)

Bring back mayo

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 **Thomas Clites**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, yo..." [Sep 8, 2023](#)

Can we have JUST Mayo again????? NOTHING else comes nearly as close.

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 **Sean O'Connor**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, y..." [Sep 10, 2023](#)

please bring back JUST RANCH

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 **nerdyfilmgirl**
Commented on Post by justegg "Having trouble tracking down a bottle of #JUSTEgg? Fear not, your ..." [Sep 10, 2023](#)

@erins.exemptions that was the best vegan ranch EVER. I wish they would bring it back 🙄

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In response to Comment "Any possible that Just Ranch will return?"

 **Tyler Marcy**
Commented on JUST Egg Wall Post "Having trouble tracking down a bottle of #JUSTEgg? Fear not, yo..." [Sep 9, 2023](#)


Make Just Ranch again.

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 **joshuaaaaj**
Commented on Post by justegg "Charles here, proud #JUSTEgg ambassador and father of @CP3. Ch..." [Jun 21, 2023](#)

can we bring back just ranch 🙄🙄

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 **the_sloppy_vegan**
Commented on Reel by justegg "We've got a secret to let you in on. As some of you spotted with you..." [Apr 18, 2023](#)

Yes yes yes!!! And the Ranch Dressing!!!

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In response to Comment "Love this! Can we... and it's my favorite."

 **maynard_madsen**
Commented on Reel by justegg "We've got a secret to let you in on. As some of you spotted with you..." [Apr 18, 2023](#)

The ranch was really good too!

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In response to Comment "Love this! Can we... and it's my favorite."

Plant-based condiments category continues to grow

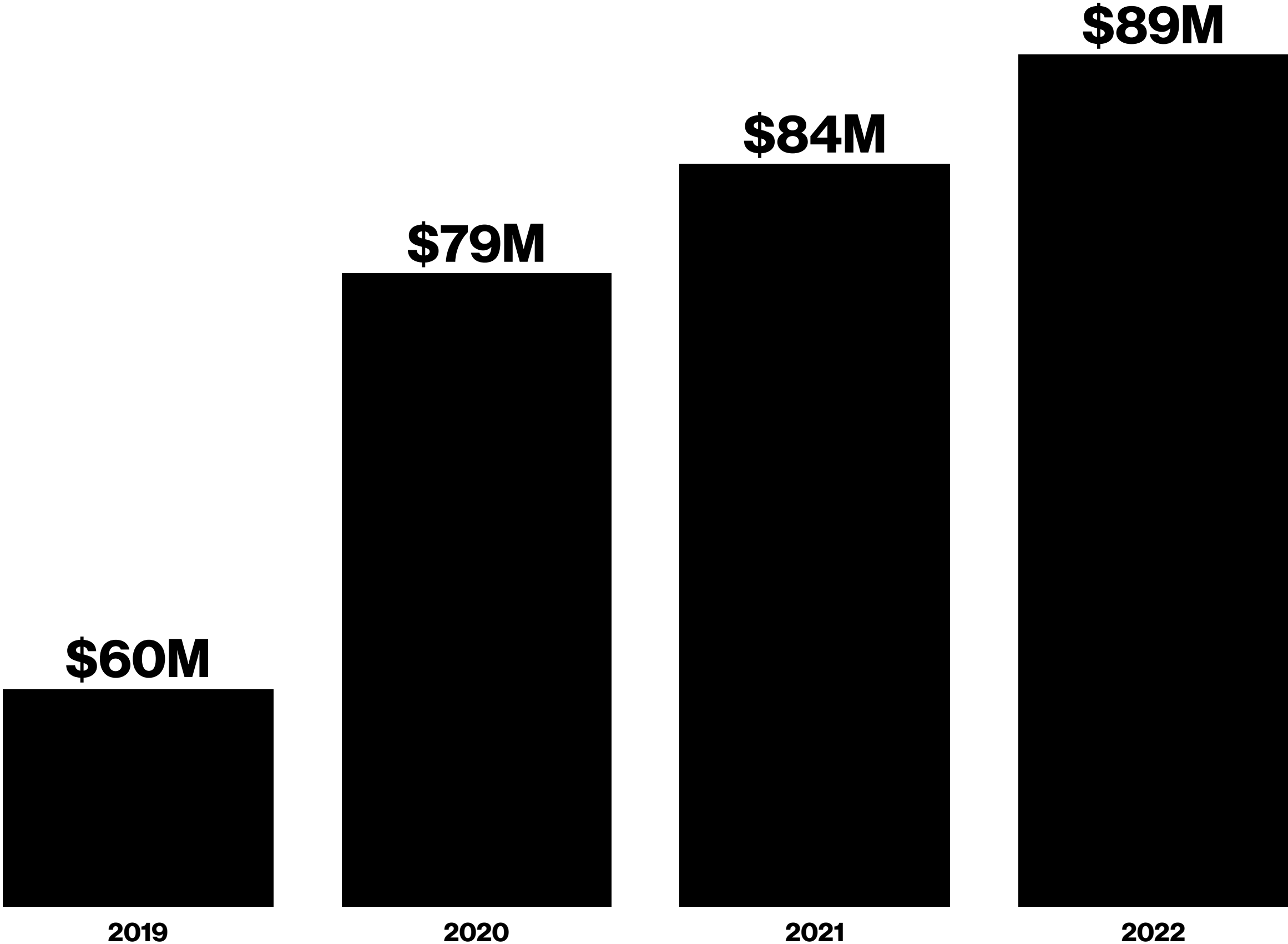
3-year growth

+47%

3-year CAGR

+14%

Dollar sales, plant-based condiments, dressings, and mayo

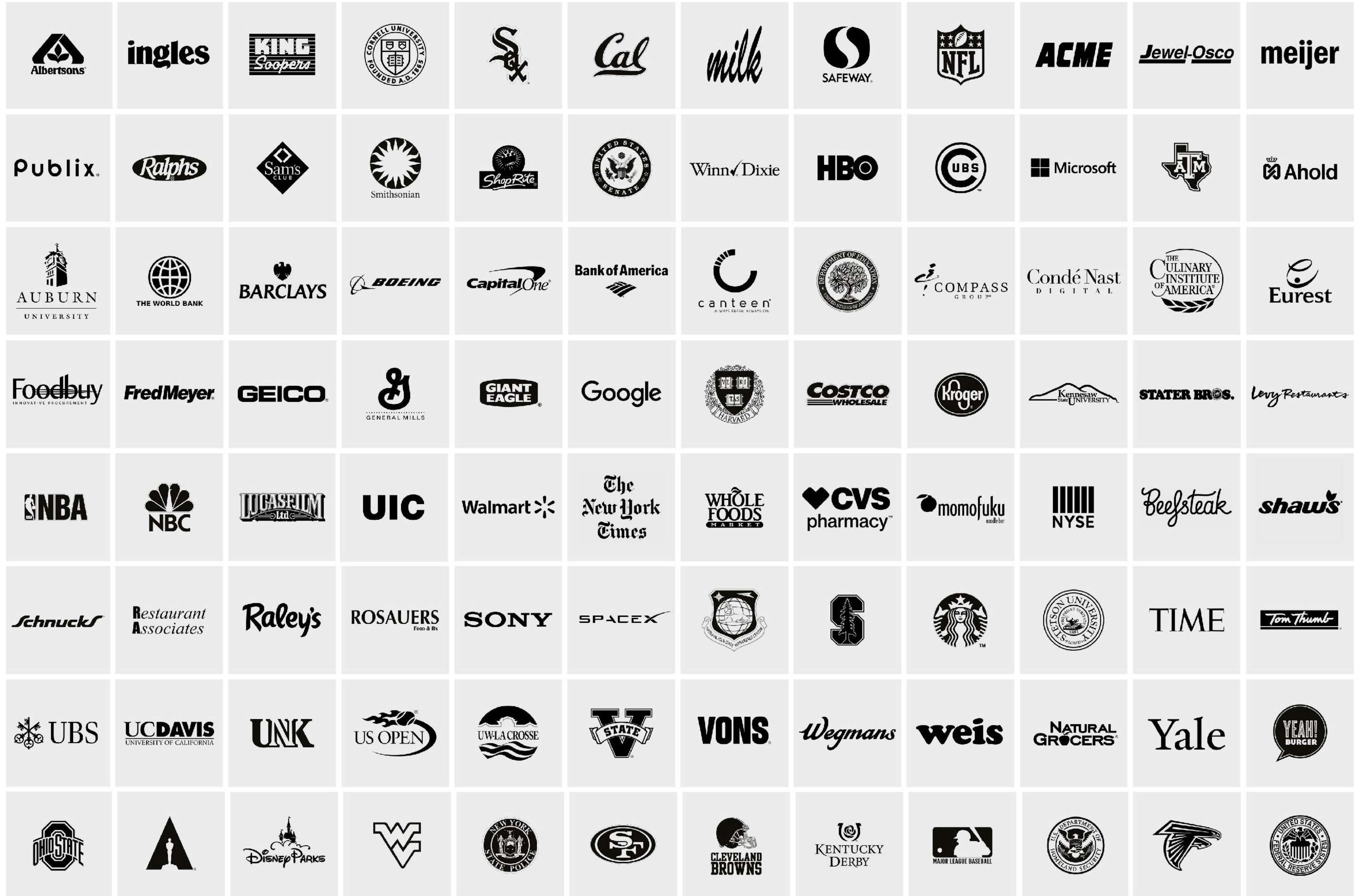


SPINS, 52 weeks ending 1/1/2023, published by Good Food Institute

Past performance

Previous points of distribution

80K



At leading natural grocer, JUST Mayo averaged:



stores selling over
5 units per week

72%

stores selling over
10 units per week

33%

stores selling over
20 units per store per week

>20

Source: Portal. Last 52 Weeks ending 5/6/2018

In a top natural channel retailer, JUST Mayo is the top SKU



	U/S/W	%ACV
JUST Mayo Original 16oz	8.74	93
Follow Your Heart Original Vegenaize 16oz	8.40	81
Follow Your Heart Soy Free Vegenaize 16oz	7.04	73
Follow Your Heart Original 32oz	6.21	90
Follow Your Heart Organic Vegenaize 16oz	5.56	44
Earth Blend 16oz	5.37	29
Follow Your Heart Soy Free 32oz	5.20	54
Sir Kensingtons Fabanaise Original 16oz	5.18	10
Sir Kensingtons Fabanaise Chipotle 16oz	4.90	57
Follow Your Heart Grapeseed 16oz	4.82	91
Follow Your Heart Vegenaize Reduced Fat 16oz	4.70	13
Sir Kensingtons Fabanaise Sunflower Oil 16oz	4.48	67
Private Label Chipotle Aioli 9oz	4.36	32
Follow Your Heart Grapeseed 32oz	4.22	86
Follow Your Heart Horseradish Sauce 8oz	3.19	12
Spectrum Natural 11.25	3.14	51
Follow Your Heart Organic Vegenaize 32oz	2.86	12
Spectrum Mayo 32 oz	2.46	72

Source: Nielsen, Last 26 Weeks Ending 3/24/2018, Refrigerated Mayo and Sandwich Spread, Products with ACV over 10%, top natural retailer

JUST Mayo brought growth to a declining category

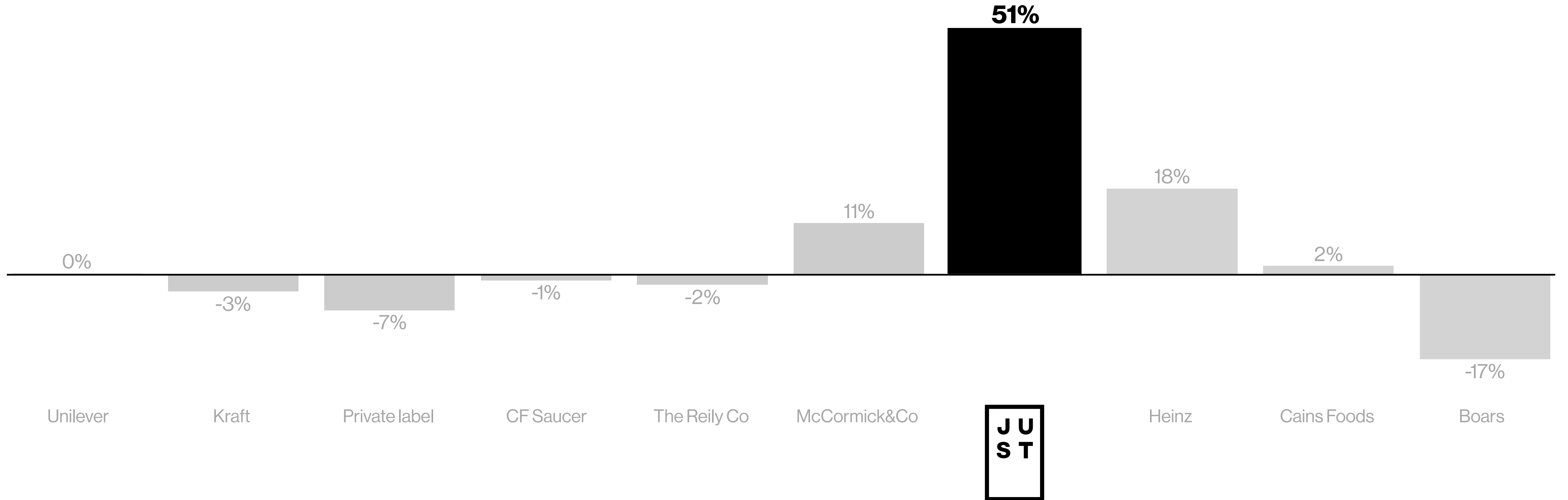


		Growth
JUST Mayo		\$3,357,951
Primal Nutrition, Inc.		\$2,802,944
McCormick's		\$1,731,265
Sir Kensington's		\$1,591,637
Chosen Foods		\$1,351,308
Frank Brunkhorst Co.		\$1,056,336
Newman's Own		\$248,770
Lee Kum Kee Co.		\$234,999
Sims Foods, Inc.		\$200,914
Stonewall Kitchen		\$187,197
Treehouse Foods, Inc.		\$115,308
Total category growth		-\$24M

Source: IRI, Year over Year \$ Growth, Total-US Food, Last 52 Weeks Ending 3/25/2018

JUST Mayo growth was not slowing

2 year CAGR%
Top Ten Manufacturers Only



Source: IRI, Year over Year \$ Growth %, Total-US Food, Last 52 Weeks Ending 3/25/2018

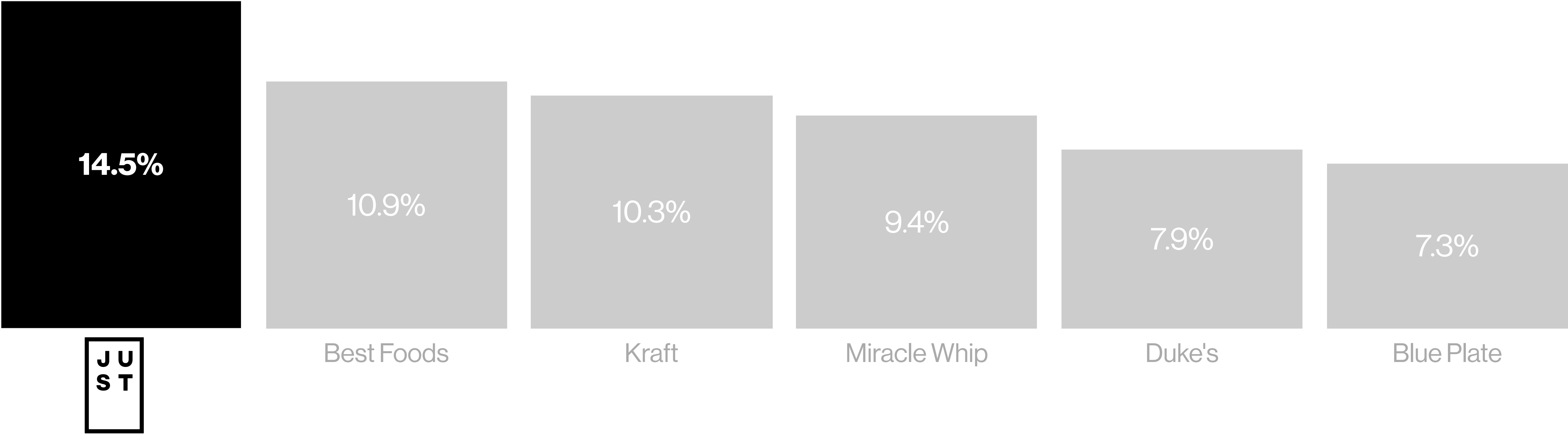
JUST Mayo shoppers were younger, have larger households and are more affluent than the average mayo shopper

	JUST Mayo index	Mayo category index
3 person household	130	103
4 person household	155	103
5+ person household	164	104
Older Millennial (1981-1989)	199	93
Gen X (1965-1980)	122	98
Income \$50-69.9K	137	103

Source: IRI Panel Data, Last 52 Weeks Ending 10/8/17

JUST Mayo brought new shoppers into the mayo category

Just Mayo had the highest % of customers that did not purchase mayo the prior year.



Source: IRI Panel Data, Last 52 Weeks Ending 10/8/17

JUST Mayo has the highest basket size and growth in the category



	Basket Dollars per Trip	Growth
JUST Mayo	\$99	6%
Hellmann's / Best Foods	\$98	0%
Blue Plate	\$94	-8%
Miracle Whip	\$91	-1%
Kraft Mayo	\$90	-4%
Spectrum	\$90	-5%
Duke's	\$88	3%
Private Label	\$79	0%
Smart Balance	\$67	-17%
Category	\$91	-1%

Source: IRI Panel Data for above brands; 52 Weeks Ending 10/8/2017; In-Basket Dollars per Trip

IRI Panel data shows that JUST Mayo showed the highest growth of major brands despite the lowest % on deal



	% on Deal	% Growth
JUST Mayo	11.8	19%
Duke's	30.7	4%
Blue Plate	26.1	0%
Hellmann's / Best Foods	45.4	-1%
Private Label	13.5	-3%
Kraft Mayo	38.9	-4%
Miracle Whip	34.4	-5%
Spectrum	16.0	-15%
Smart Balance	11.9	-30%
Category	35.7	-1%

Source: IRI Panel Data for above brands; 52 Weeks Ending 10/8/2017

JUST Chipotle Mayo was the #3 ranking mayo on **amazon**



Primal Kitchen



Kraft



Hellmann's



Primal Kitchen



Kraft

Source: Amazon.com Best Selling Rankings, Accessed 04-16-2018

JUST Ranch was the #2 ranking ranch on **amazon**



Hidden Valley



Primal Kitchen



Hidden Valley



Primal Kitchen



Kraft

Source: Amazon.com Best Selling Rankings, Accessed 11-15-2017