



This is an egg.



Introducing JUST Egg

Made from plants

Developed more than nine years for human and planet health

Human health

Cholesterol-free, antibiotic-free, protein-packed and always non-GMO

Planet health

80%+ less land, water and carbon emissions than conventional eggs

Sensory

Similar flavor, texture and color to chicken eggs

Consumers

The vast majority of JUST Egg consumers also purchase animal protein.

Cost

Path to become the lowest-cost egg globally.



“

It's not every day you get to see something that blows your mind.

José Andrés

Award-winning chef and one of TIME's 100 most influential people



Top 50 Disruptors



100 Greatest Innovations



World Changing Idea



10 Smartest Sustainable Products



Best New Frozen Product



Best Plant-Based Protein



Best Frozen Product



Editor's Choice Winner



Frozen Breakfast Product of the Year



100 Best Vegan Products of All Time



350

million

Measuring the impact

350,000,000

350 million egg equivalents
We have now sold the JUST Egg equivalent of more than 350 million eggs.

12,800,000,000

12.8 billion gallons of water saved
The average industrially produced chicken egg takes 53 gallons of water to produce. By making JUST Egg directly from plants, we use 98% less water. We've saved the equivalent of 19,334 Olympic-sized swimming pools of water.

61,000,000

61 million kgs of CO2e emissions avoided
By making JUST Egg directly from plants, we use 93% less CO2e. That's equivalent to taking 13,258 cars off the road for a year.

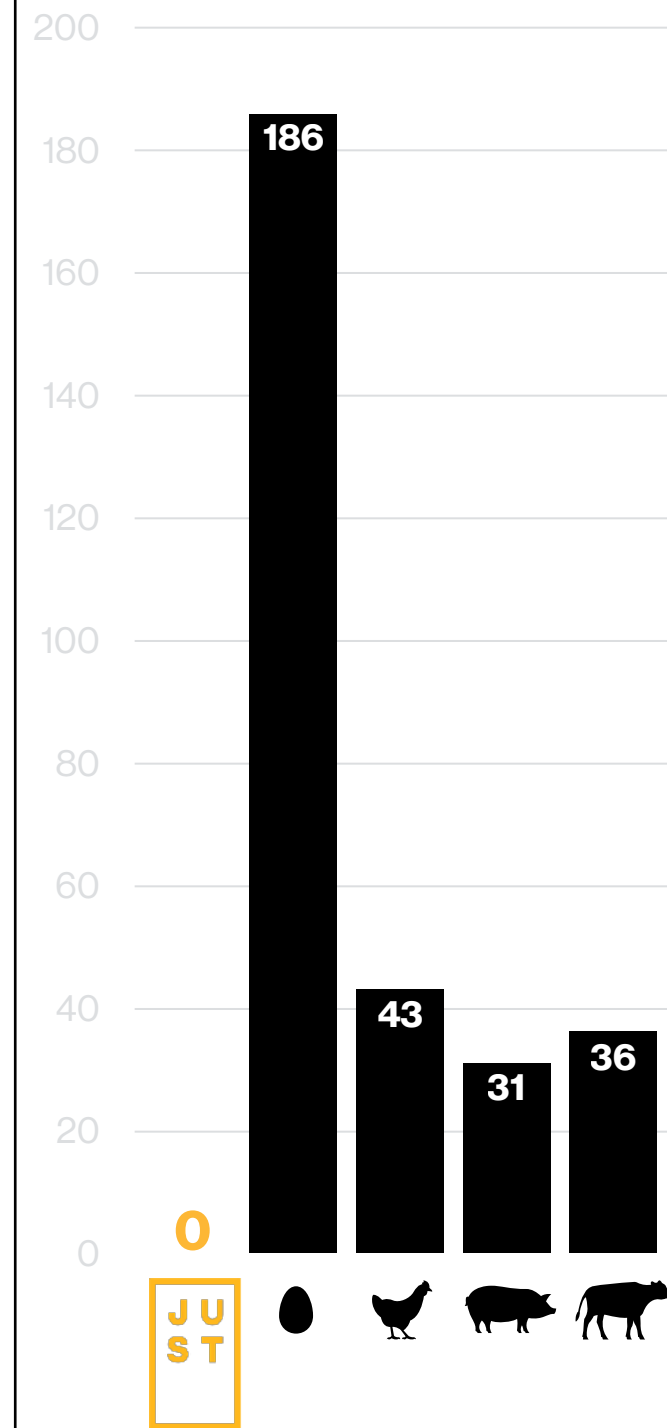
18,823

18,823 acres of land use avoided
Instead of using land to grow crops to feed chickens, we can make eggs directly from plants. We've already used 18,823 fewer acres of land.

JUST Egg was developed for human and planet health

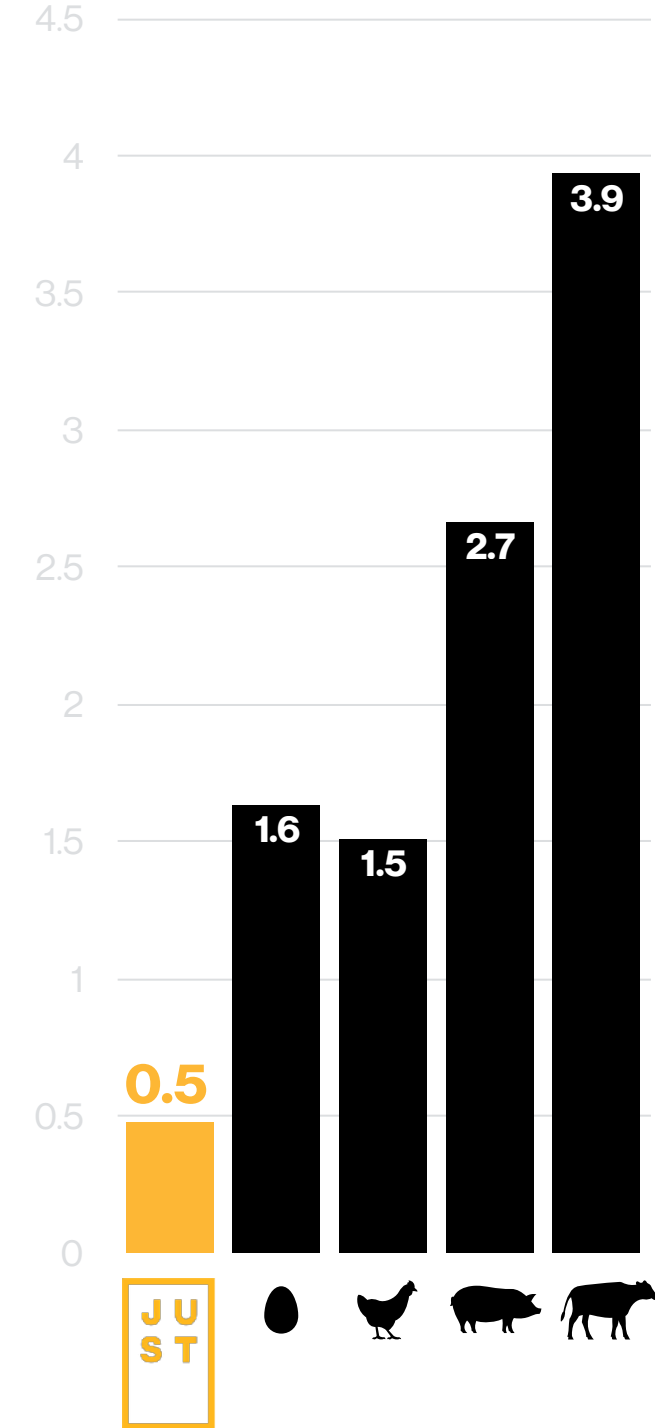
Human

Cholesterol (per 50g)¹



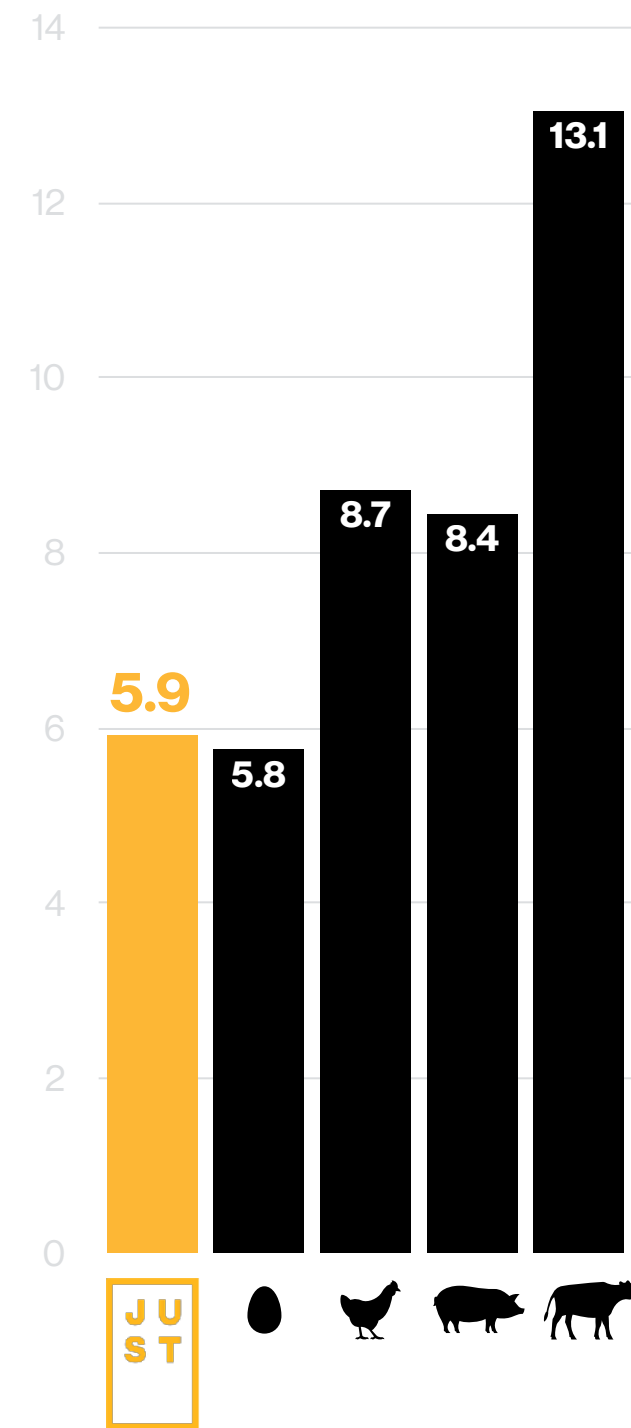
JUST Egg has 0% cholesterol compared to chicken eggs.

Saturated fat (per 50g)¹



JUST Egg has 69% less saturated fat than chicken eggs.

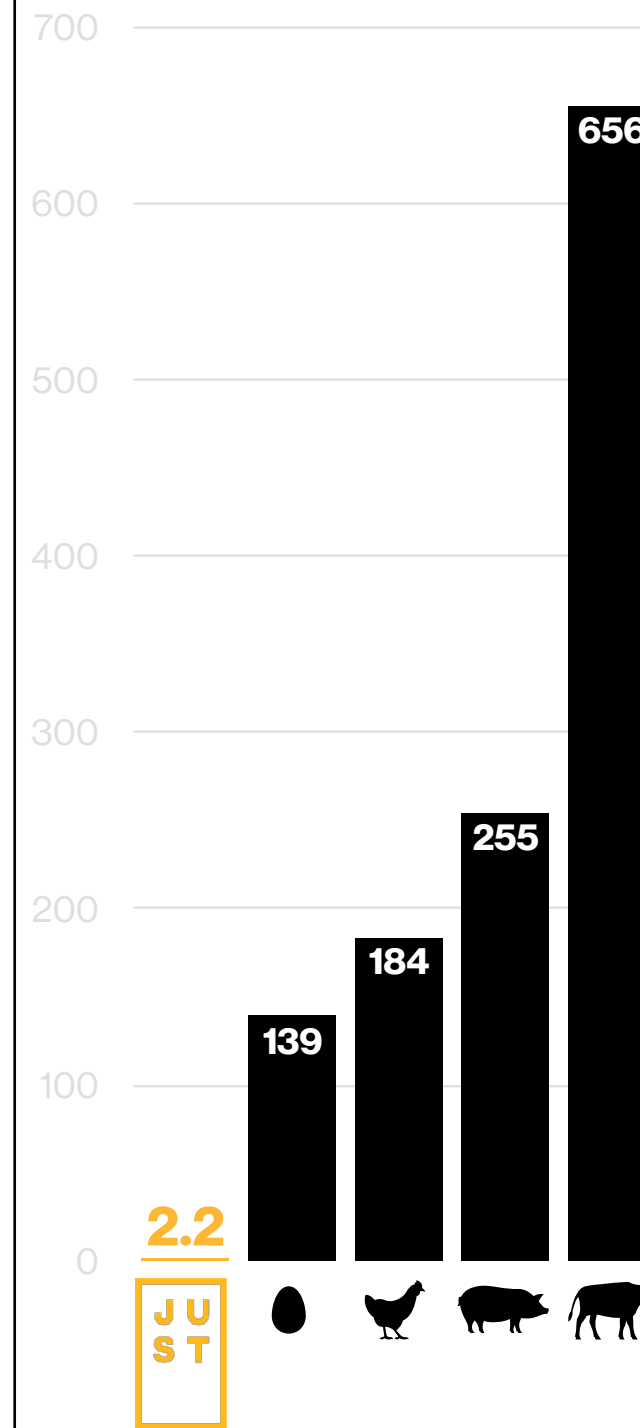
Protein (per 50g)¹



JUST Egg has about the same protein as chicken eggs.

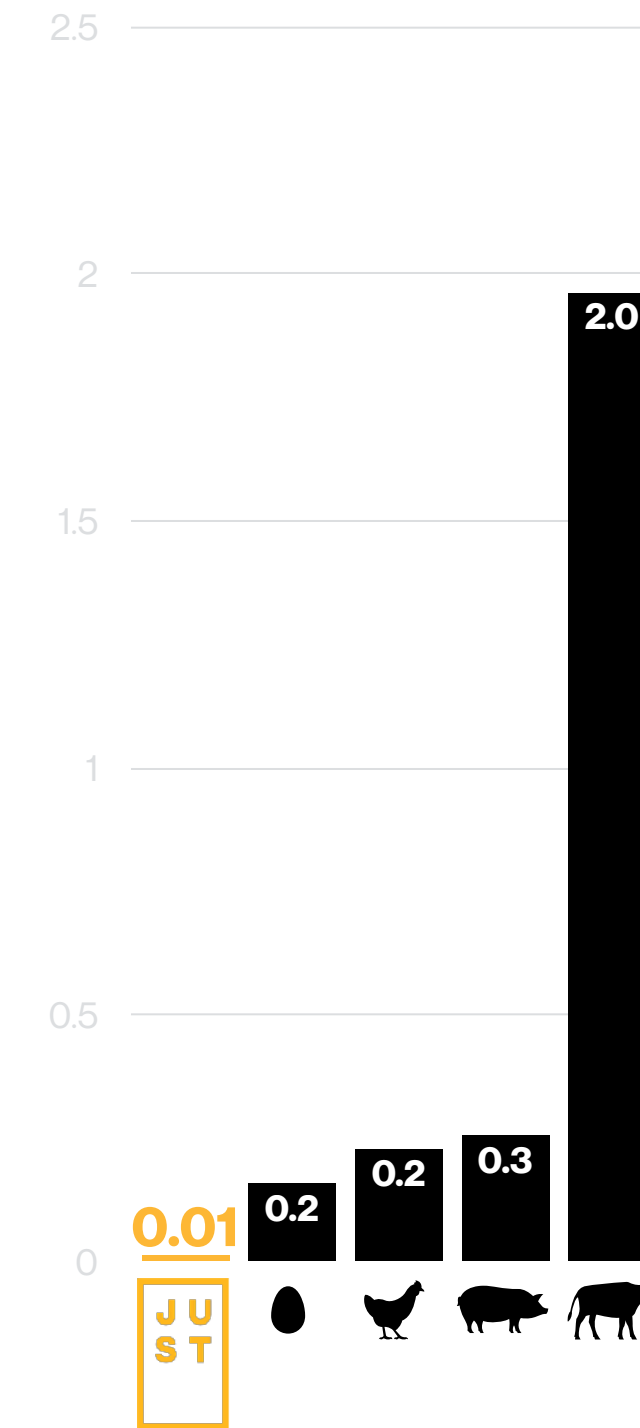
Planet

Water (L/1.5oz)²



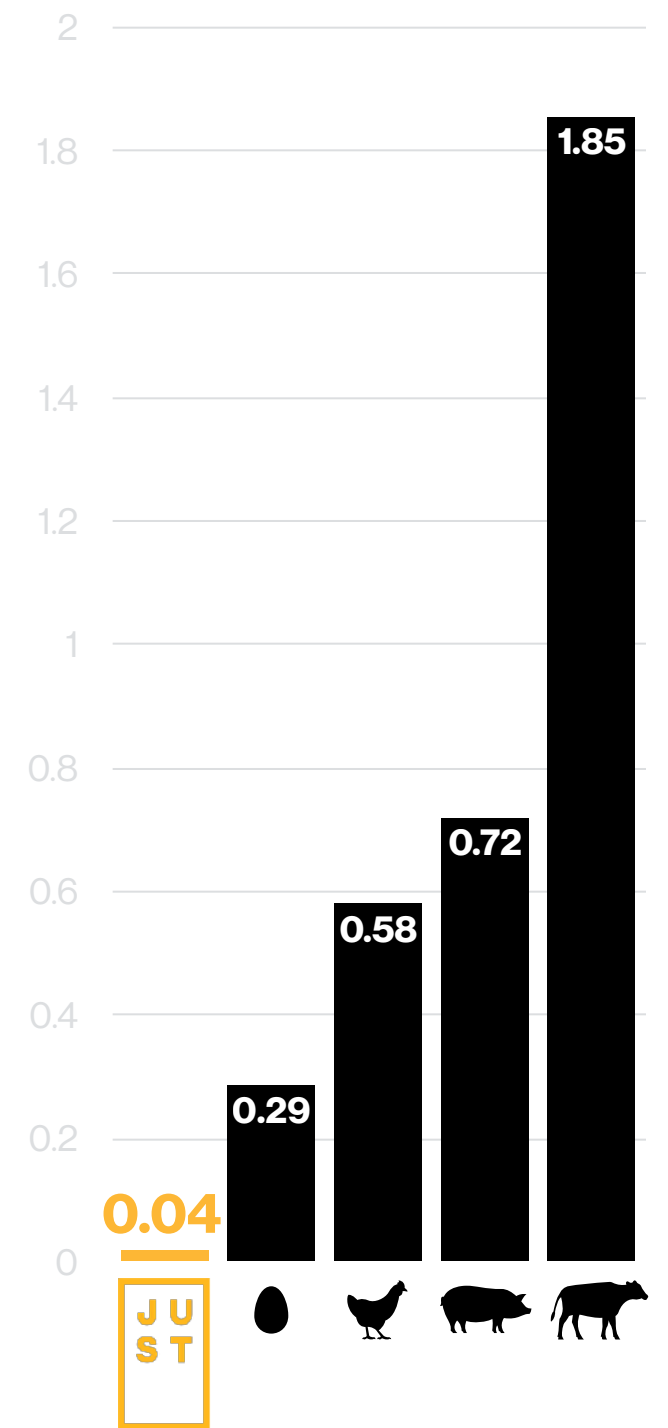
JUST Egg uses 98% less water than chicken eggs.

CO₂e (kg/1.5oz)³



JUST Egg has a 93% smaller carbon footprint than chicken eggs.

Land (m²/1.5oz)⁴



JUST Egg uses 86% less land than chicken eggs.

⁽¹⁾ Average nutritional of JUST Egg Liquid and JUST Egg Folded combined; egg, whole, cooked, hard-boiled; chicken, ground, raw; pork, fresh, ground, raw; beef (ground sirloin 90% lean, broiled patty)

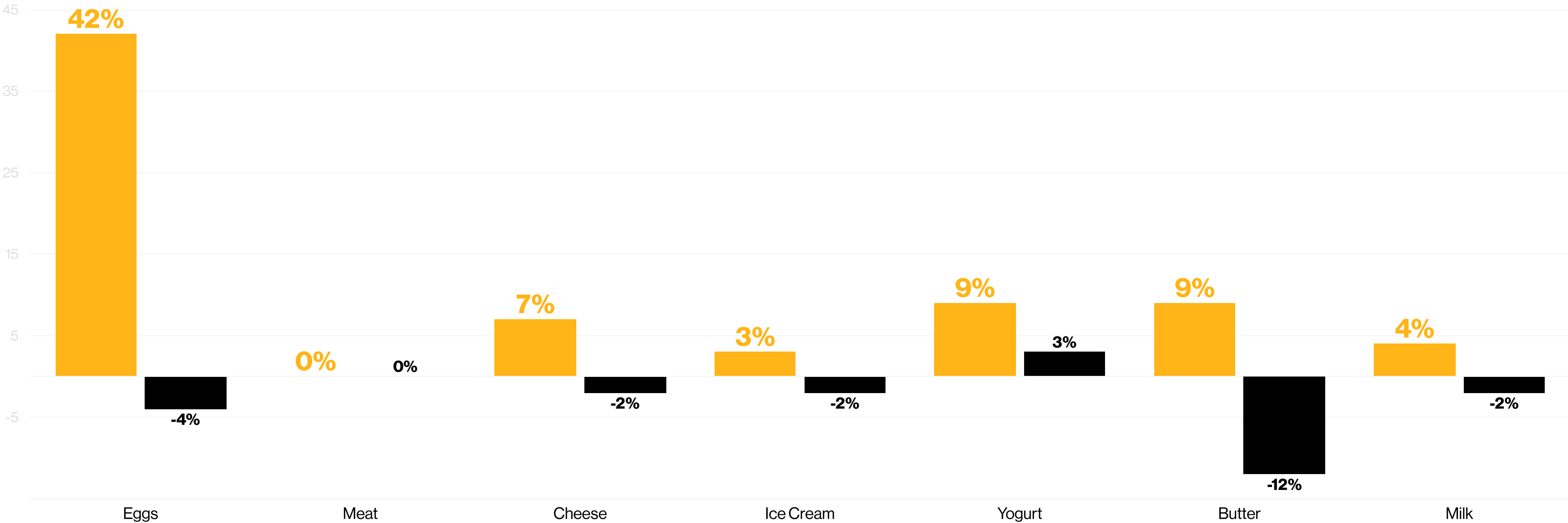
⁽²⁾ Water Footprint ⁽³⁾ FAO ⁽⁴⁾ Deep Dyve

Plant-based eggs grew considerably in comparison to other plant-based categories

Almost all animal-based products dollar sales shrunk in the past year

Plant-based vs. animal-based category dollar growth
One year growth (2021)

Plant-based
Animal-based



JUST Egg continues to deliver distribution growth across channels

300M eggs sold

Retail points of distribution (North America)

48,000+



Foodservice/QSR points of distribution (North America)

3,300+



Industrial points of distribution (North America)

9,700+



Peet's Coffee: The first national coffee chain to serve JUST Egg

The Everything Plant-Based Sandwich is the #2 best-selling warm breakfast item and #5 best-selling item across all product categories (including beverage).

- 1/3 of purchases happen after 1pm.
- Initially sold at 3x what was forecasted earning it permanent menu placement.



Peet's Coffee: Mediterranean Flatbread Limited Time Offer

A fully plant-based wrap. JUST Egg and Violife Cheese top a savory blend of pesto, kale, tomatoes, and tangy bell peppers inside a crispy lavash.



Peet's Coffee

“

In the first month alone, the product has exceeded forecast 3x and its sales have been incremental.

The product generates high appeal with younger customers. Even more exciting, the product is driving new customers to the business!

Marketing Manager, Peet's Coffee



Caribou Coffee: Consumers are clamoring for entirely plant-based breakfast options

Caribou Coffee introduced the JUST Egg Roasted Tomato and Pesto Flatbread as an LTO last May

JUST Egg outperformed all initial forecasts and received great feedback from consumers - leading Caribou to bring it back as a **permanent** menu option at all 400+ locations.



Barnes & Noble launches JUST Egg plant-based sandwich in 540+ locations nationwide

The sandwich features JUST Egg Folded, melted Violife smoked provolone and creamy plant-based aioli on a soft ciabatta roll.

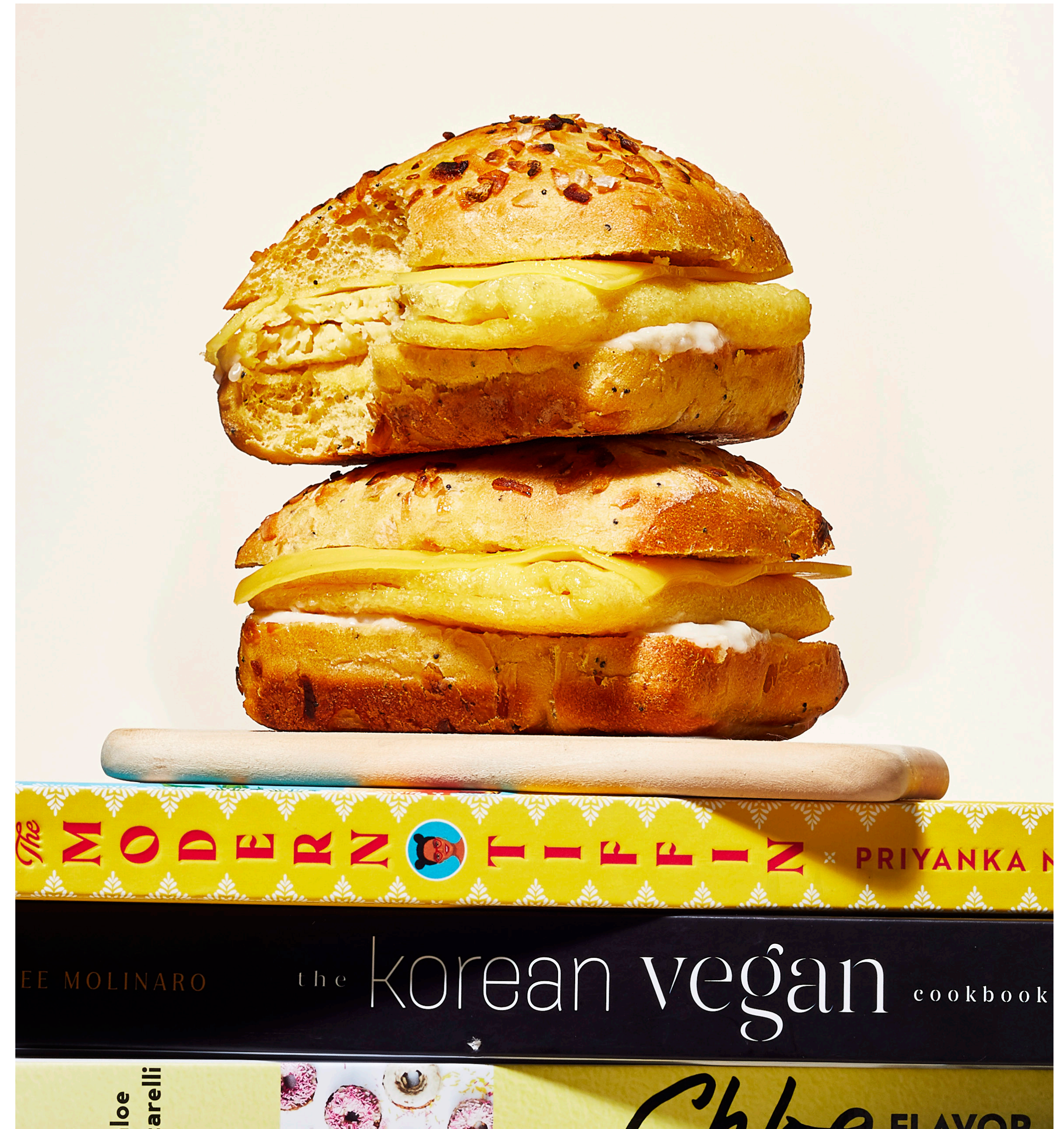


“

Expanding our menu to incorporate more vegan-friendly options for our customers has been a priority for our team, but equally important has been finding the right plant-based alternative to offer.

We've been incredibly impressed by the flavor and quality of JUST Egg products and know that this breakfast sandwich is going to quickly become a customer-favorite of both vegans and non-vegans alike.

Jason Arthur, Senior Café Buyer Barnes & Noble, Inc.



Philz Coffee: Fast growing regional coffee chain to serve JUST Egg

On 3/29, Philz Coffee launched the Philz Plant Powered Sandwich made with JUST Egg



Gregory's Coffee

“

To say it has been our most successful new product offering in recent memory, would be an understatement.

We knew JUST Egg Folded would be the foundation of the sandwich.

Gregory Zamfotis
Founder of Gregorys Coffee



Gregory's Coffee: Top 3 selling hot menu items

- The JUST Egg Deluxe, Burrito and Scramble are the top 3 selling hot menu items.
- The JUST Egg Deluxe and Burrito out perform by over 2x the top selling traditional egg breakfast sandwich.



#1 JUST Egg Deluxe



#2 JUST Egg Burrito



#3 JUST Egg Scramble

Gregorys Coffee x JUST Egg January “No Excuses” Promotion

Locations across NY, DC, NJ, CT (36 stores)

- Gregorys Coffee ran a one-day promo on all three JUST Egg menu items for only \$4.00 each
- Gregorys **more than doubled** daily store sales, which typically hover around 600 units total sold across all three builds

Promotion results

- Vegan Deluxe = 662 sold Vegan Burrito = 517 sold
Vegan BEC = 446 sold
- Total Sold for the day = 1,625



Silver Diner: Drives long term success with JUST Egg

21 locations across Maryland, D.C, Virginia, and New Jersey

- A JUST Egg partner since 2019, Silver Diner launched with a JUST Egg Benedict and recently added a second menu item, their JUST Egg Breakfast Tacos
 - This second menu item was incremental to their business, delivering a volume demand increase of 33% (additional 500lbs a month)
- 1 in 10 Silver Diner guests now order a plant-based menu item
- Guests who order plant-based menu items at Silver Diner are broad and diverse, they don't fit into any one demographic or age bracket



Copper Branch

After launching JUST Egg, gross sales contribution from breakfast increased from an average of 5.7% to 17.7%.

JUST Egg items are 77% of total breakfast sandwich sales.



It has been a resounding success due largely to the coordinated efforts of all concerned, excellent collaboration, great market exposure and of course exceptional products.

COO, Copper Branch



United Airlines partners with JUST Egg to offer plant-based breakfast bagel to passengers

- LTO May—August
- This is the first time an airline will be offering JUST Egg to all passengers at 30,000+ feet



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Breakfast



Peach oats with yogurt

Layers of vanilla yogurt, peaches, and oat granola

VEGETARIAN

\$8



Biscuits and gravy

Biscuits and gravy with roasted red skin potatoes with thyme and paprika

SERVED WARM

\$8



Vegan breakfast bagel

Crafted vegan breakfast sandwich with JUST egg™, vegan cheese, and harissa spread served on a bagel

VEGETARIAN, SERVED WARM

\$8



**REALLY
GOOD EGGS,
FROM PLANTS.**

JUST Egg™ is a delicious plant-based egg with zero cholesterol and seven grams of protein per serving. At United, we're proud to offer delicious, plant-based options to our customers. Working with innovative businesses allows us to further our commitment to sustainability while offering more choices that we believe are better for our customers and the planet.

Flight details

Flights scheduled over 1,190 miles
Within the United States, including to/from Hawaii (excluding long-haul Hawaii routes with complimentary meal service in Economy class)

Breakfast time

Departure time from
5:00 a.m. to 9:59 a.m.

7-Eleven Canada

- 1st to market for Canada for C-Store
- National launch: 550 participating locations
- National media coverage + Social activations
- VegNews article: 1600+ shares within first 2 days
<https://vegnews.com/2023/1/7-eleven-vegan-breakfast-sandwich-canada>



Branding JUST Egg on menu resonates with our loyal brand aware consumers

Of JUST Egg Aware breakfast diners

Purchase Intent: of diners said they were likely to purchase a dish if JUST Egg was menu mentioned

70%

Willingness to pay: of diners said they were willing to pay more if JUST Egg was menu mentioned in a breakfast option

66%

Incremental traffic: of diners said they would more likely to visit a restaurant for breakfast if JUST Egg was menu mentioned

64%

Industrial partners

MorningStar Farms



PLANT-BASED
FIELD ROAST
MEAT & CHEESE CO



mikey's



crepini.



alpha



MINGS BINGS



Cheryl's Cookies: 1-800 Flowers launches their first plant-based cookie lineup



The cookie lineup available nationally includes:

- Chocolate Chip Cookies
- Marshmallow and Chocolate Chunk Cookies
- Sugar Cookies
- Frosted Cut-Out Cookies



Younger generations prefer a completely plant-based breakfast sandwich

(of visitors to a popular breakfast chain)

75% of the global workforce is estimated to be millennials by 2025

Said they would prefer a breakfast sandwich made with both plant-based protein and egg

54%

Of Gen Zs

58%

Of Millennials

Said that replacing a plant-based protein only breakfast sandwich with a fully plant-based option would make them more likely to purchase in the future

37%

Of Gen Zs

39%

Of Millennials

Technomic, Operator Survey w/ JUST Egg, July 2021, N=777
Large QSR Operator – Product Tested: Plant-Based Breakfast Sandwich
The (Millennial) Workplace of the Future is Almost Here, Inc., Peter Economy, 1/15/2019

Brand

Mission

Where we are

The most widely consumed protein on Earth is accelerating climate change and disease.

What we're facing

The conventional mindset has us believe that eggs *must* come from a chicken.

Where we're heading

The best eggs in the world are made from plants and also happen to solve many of the problems around us.

Positioning

Meet consumers where they are: busy, fatigued and craving comfort. While well-intentioned, our target consumers can't always think planet/health first.

Make their decision easy and proud to be a part of our brand.

87% Agree taste is most important factor in trying new products¹

73% Would not try a plant-based product if it didn't taste as good as the original animal product²

Taste

Buying JUST Egg means a delicious breakfast.

Delicious. Versatile. Convenient.

Mission

Buying JUST Egg is part of the solution.

Better for the planet.
Better for your health.

1-Food Information Council

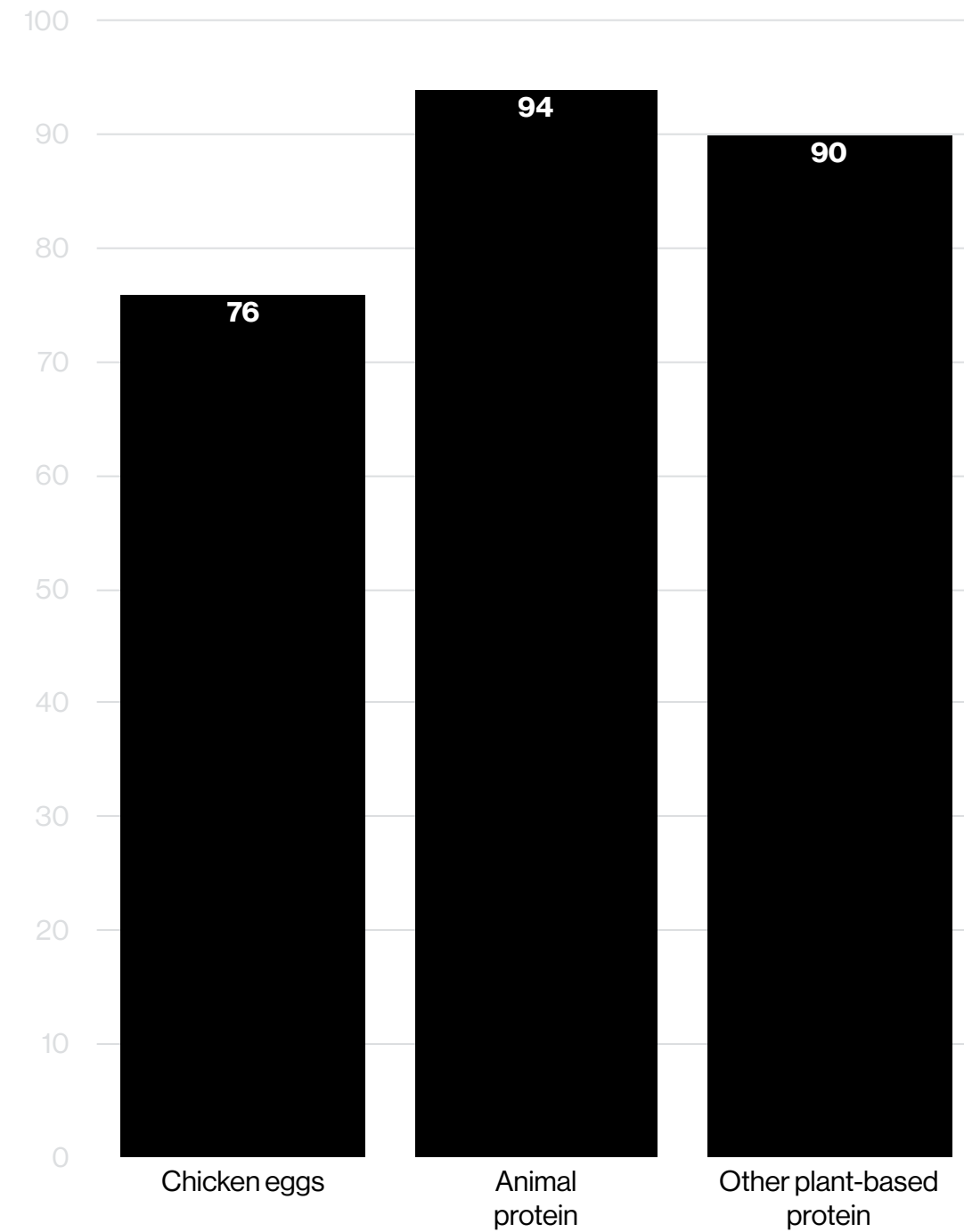
2 - Kerry Foods

The JUST Egg consumer

Flexitarian, young, urban and diverse

Most JUST Egg consumers eat animal protein.

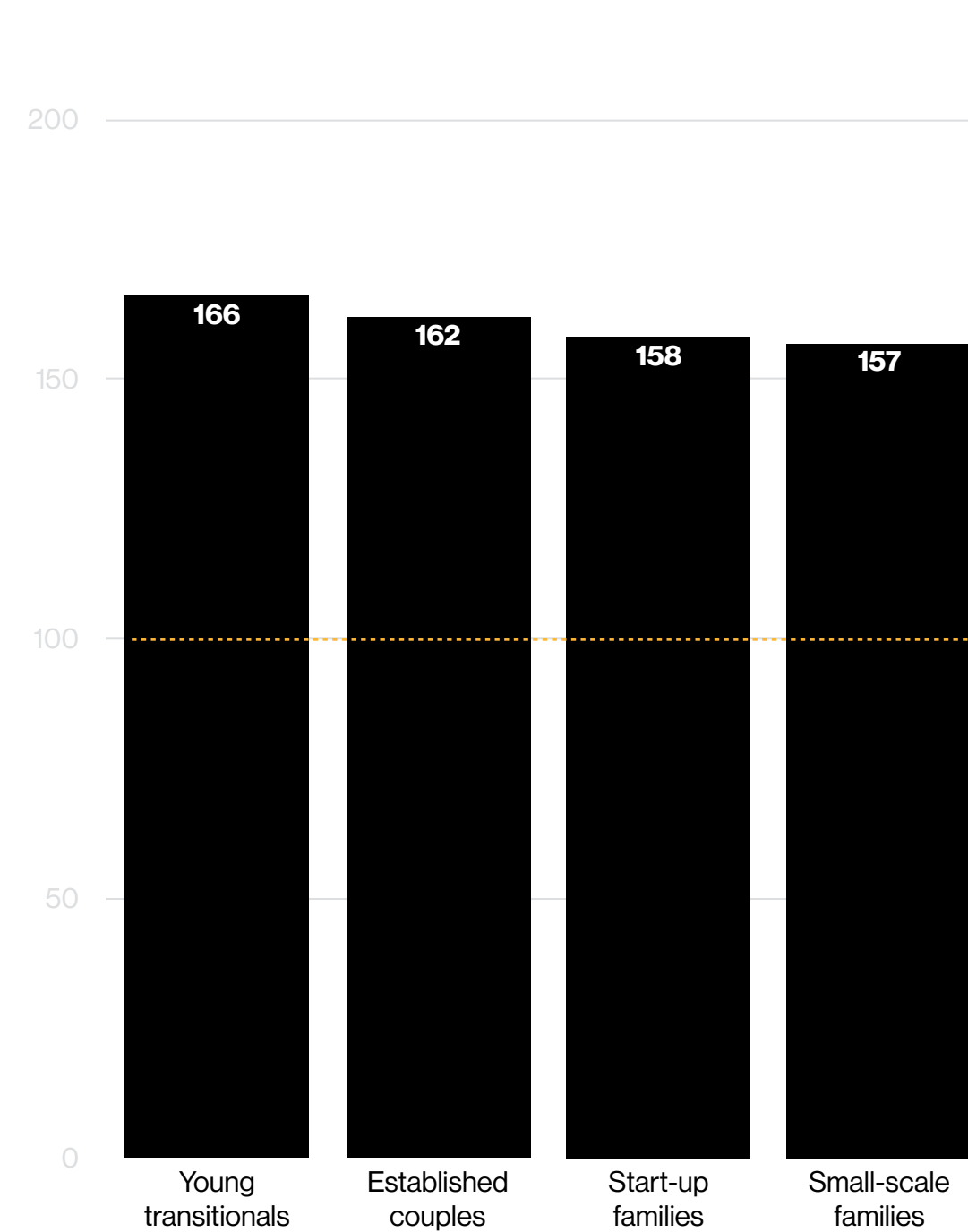
Percentage of JUST Egg consumers by other protein consumption



Nielsen, total U.S. market basket report; 52 weeks ending 5/16/20

Young millennials and small families

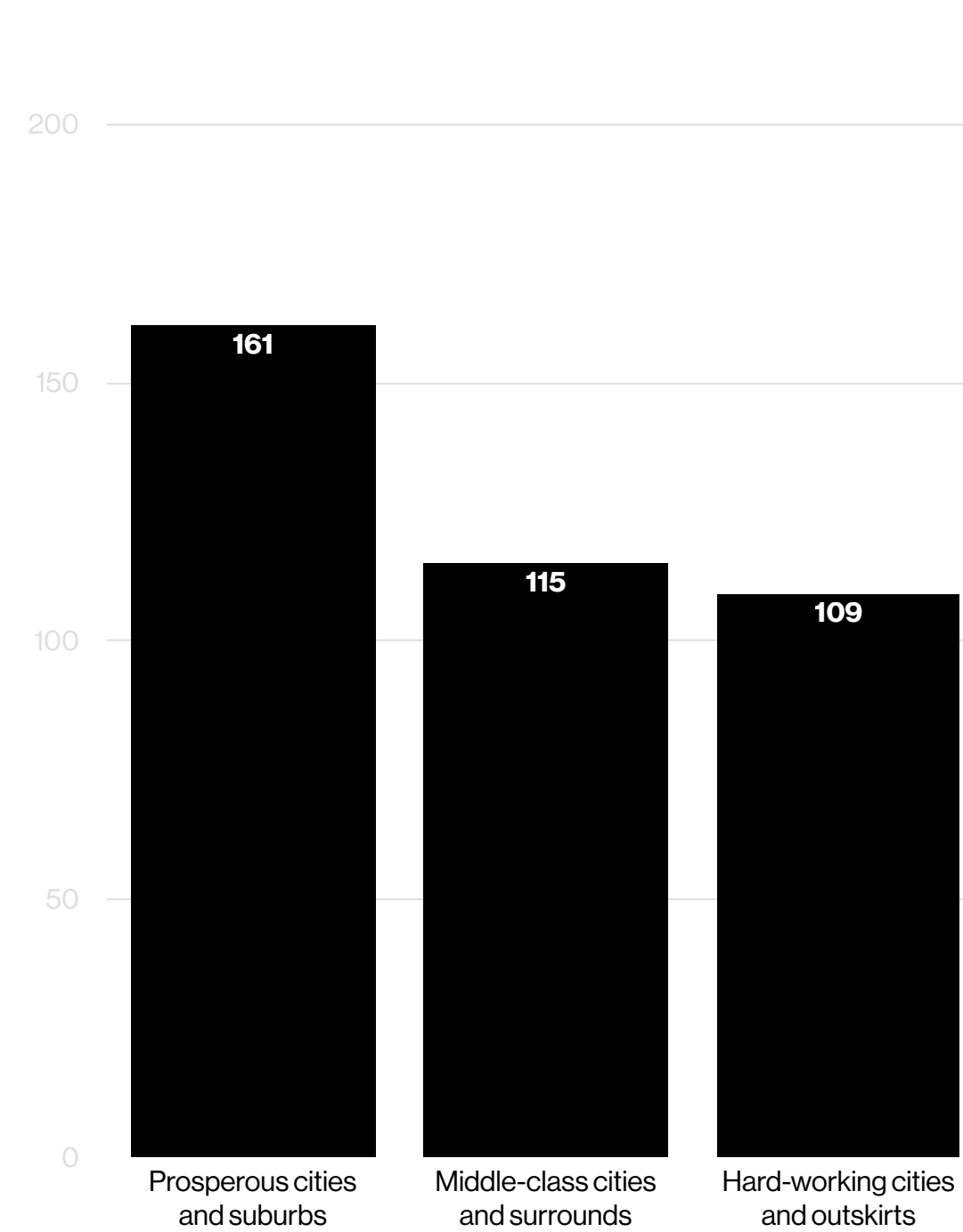
Index of top Spectra behavior stages among JUST Egg consumers



Nielsen, 52 weeks ending 3/27/21

Urban and suburban; not rural

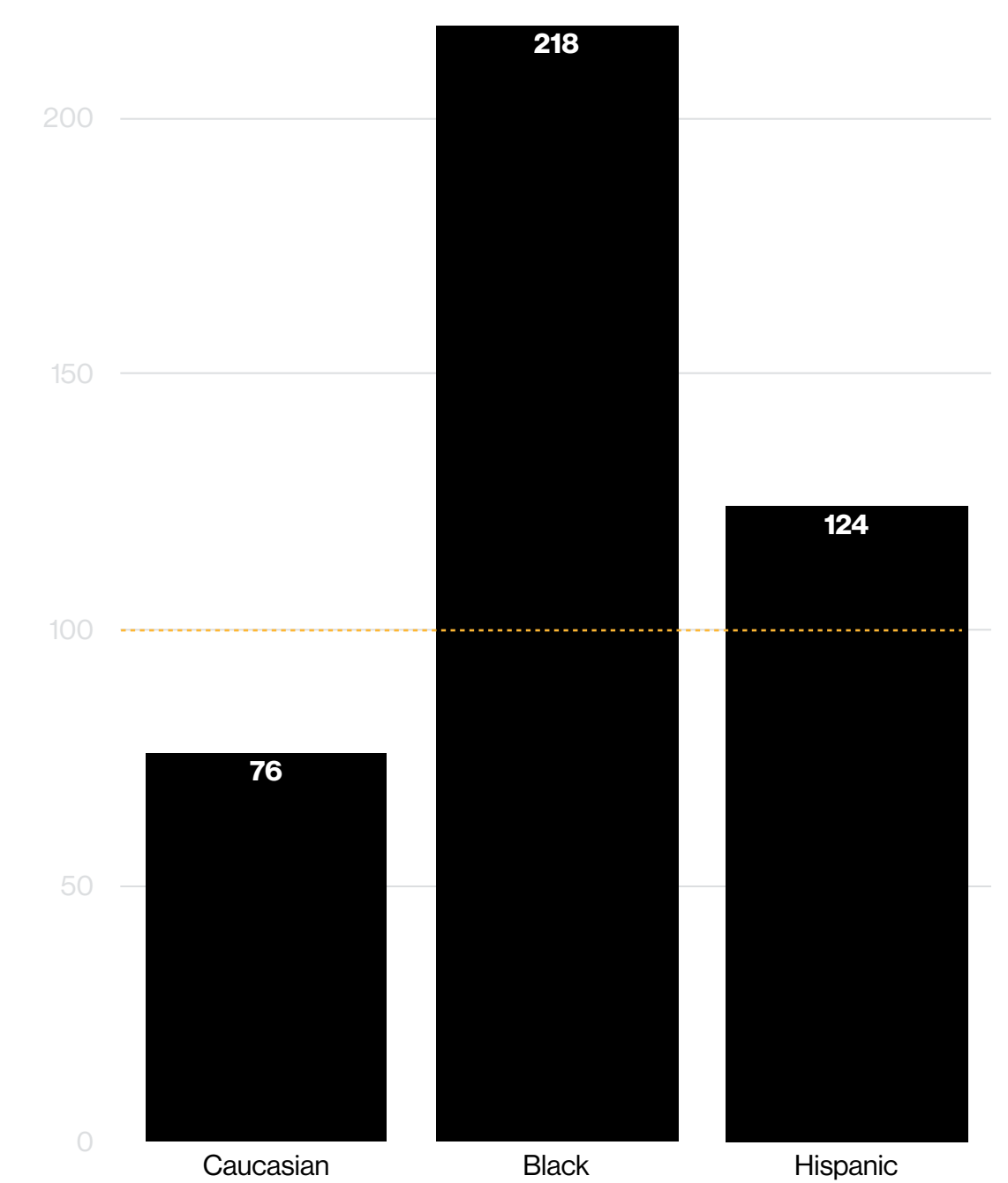
Index of top Spectra behavior style among JUST Egg consumers



Nielsen, 52 weeks ending 3/27/21

Black consumers are 2x more likely to be JUST Egg consumers.

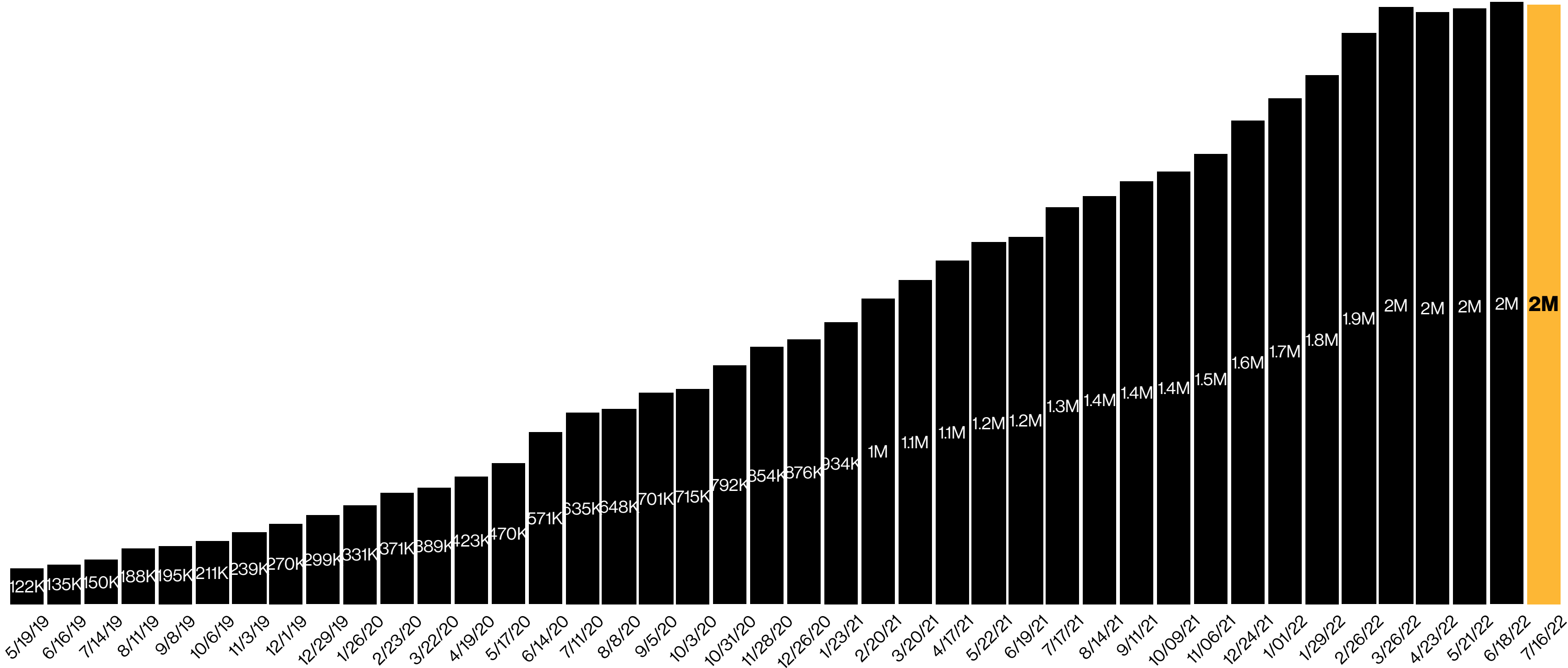
Index of household ethnicity among JUST Egg consumers



Nielsen, 52 weeks ending 3/27/21

JUST Egg Products are in more than 2M households – and growing

JUST Egg reached 742K new households in 2021



Nielsen Panel, Total U.S., Total JUST Egg Brand, latest 52 weeks ending in 7/16/22

JUST Egg outperforms Impossible Foods and Beyond Meat on all key brand attributes

Brand-familiar respondents were asked about their perceptions on popular plant-based brands

Environmentally friendly

No. 1 

No. 2 Impossible

No. 3 Beyond Meat

Trust

No. 1 

No. 2 Impossible

No. 3 Beyond Meat

Health

No. 1 

No. 2 Beyond Meat

No. 3 Impossible

Affordability

No. 1 

No. 2 Beyond Meat

No. 3 Impossible

Delicious

No. 1 

No. 2 Beyond Meat

No. 3 Impossible

Connection to brand

No. 1 

No. 2 Beyond Meat

No. 3 Impossible

JUST Egg Brand Awareness Survey, in field from 2/1 to 2/4, N=3610

Q: Please indicate how strongly you agree or disagree with each statement regarding [BRAND]

Top Two Box Brand Perception on Environmentally Friendly, Trust, Health, Affordability, Delicious



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2022 marketing components

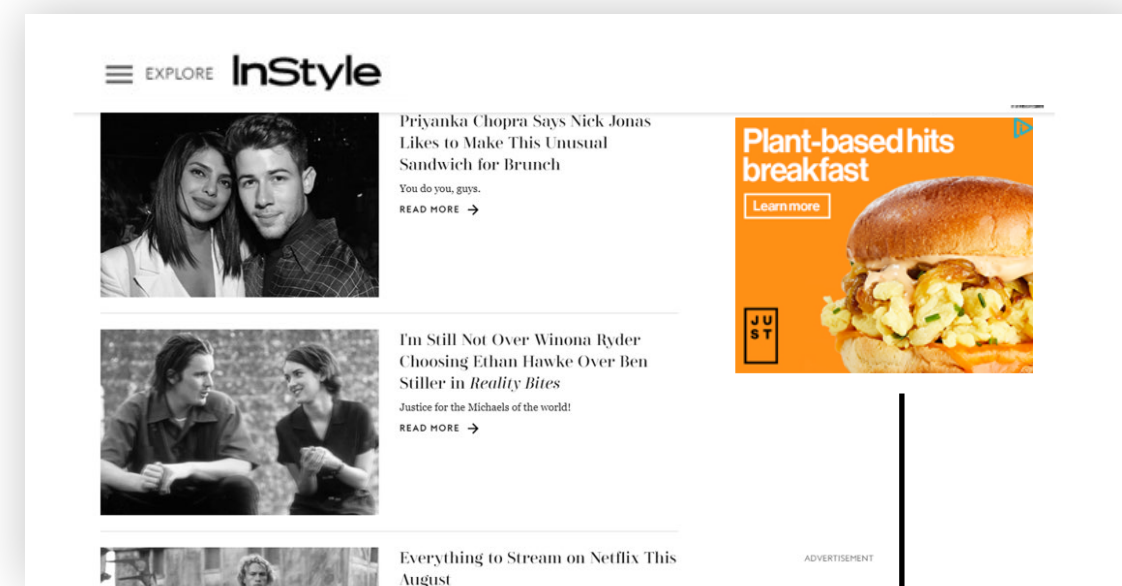
Experiential

- Field activations
- Community events
- Cause partnerships
- Retail pop-ups



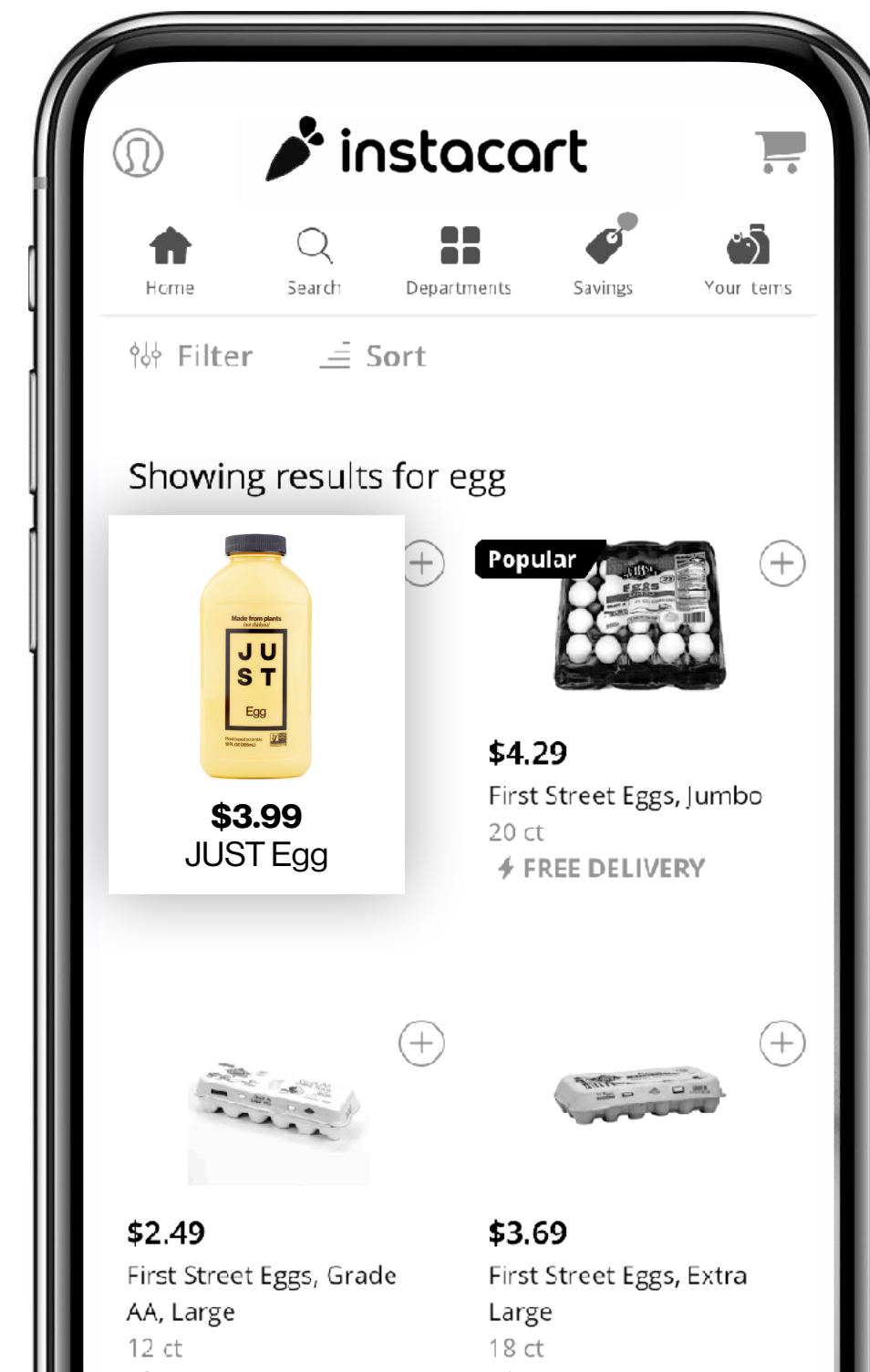
Digital

- Digital video / connected TV
- Paid influencer / ambassadors
- SEM
- Social and email marketing
- Media partnerships
- Podcasts



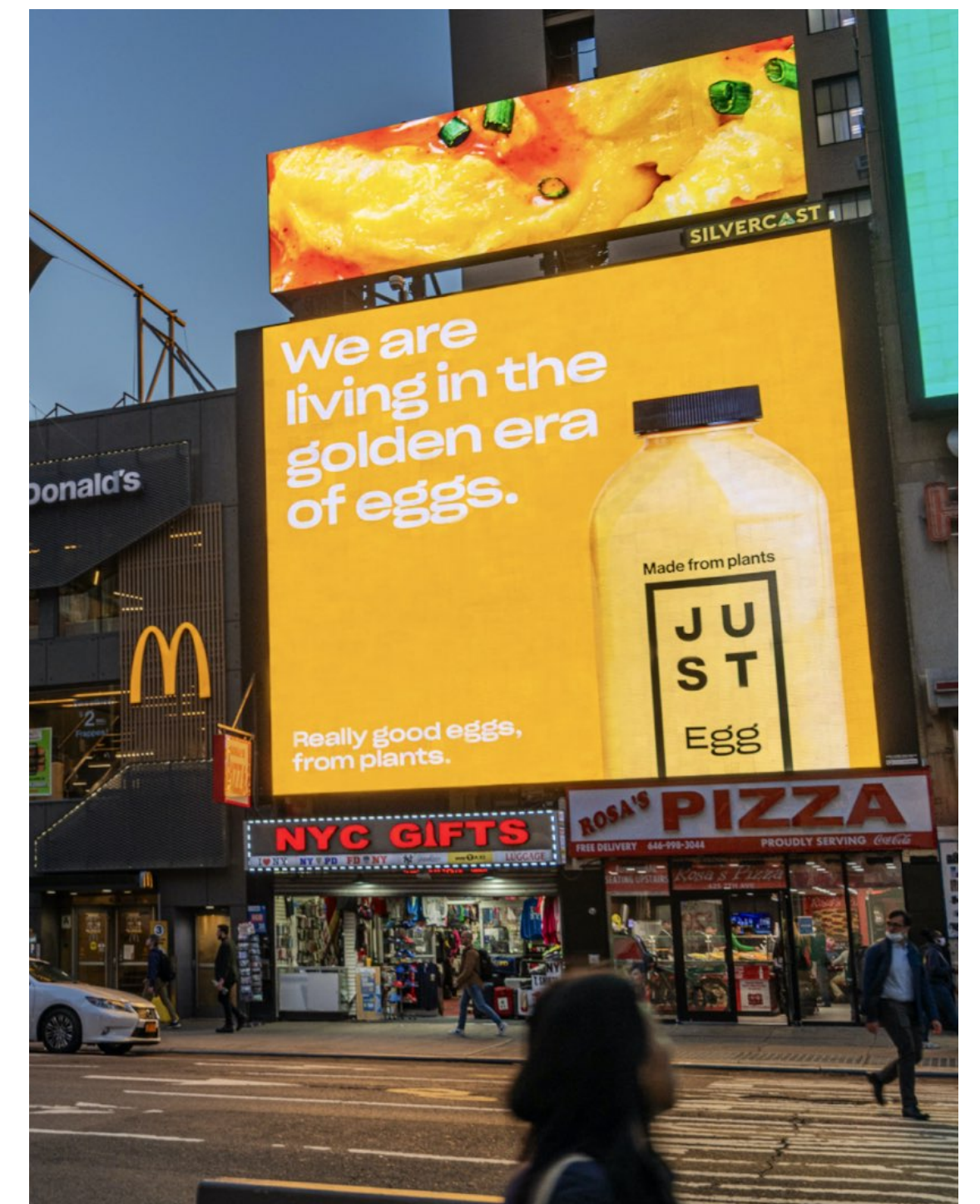
Shopper

- Digital/app offers
- Mailed promotions
- In-store signage
- Sponsored e-commerce search
- E-commerce display



Traditional

- Print
- TV
- OOH



Shopper

In-store



JUST Egg's agile shopper marketing tactics have adapted to changing consumer purchaser behavior

Inflationary concerns are impacting how consumers are shopping for products

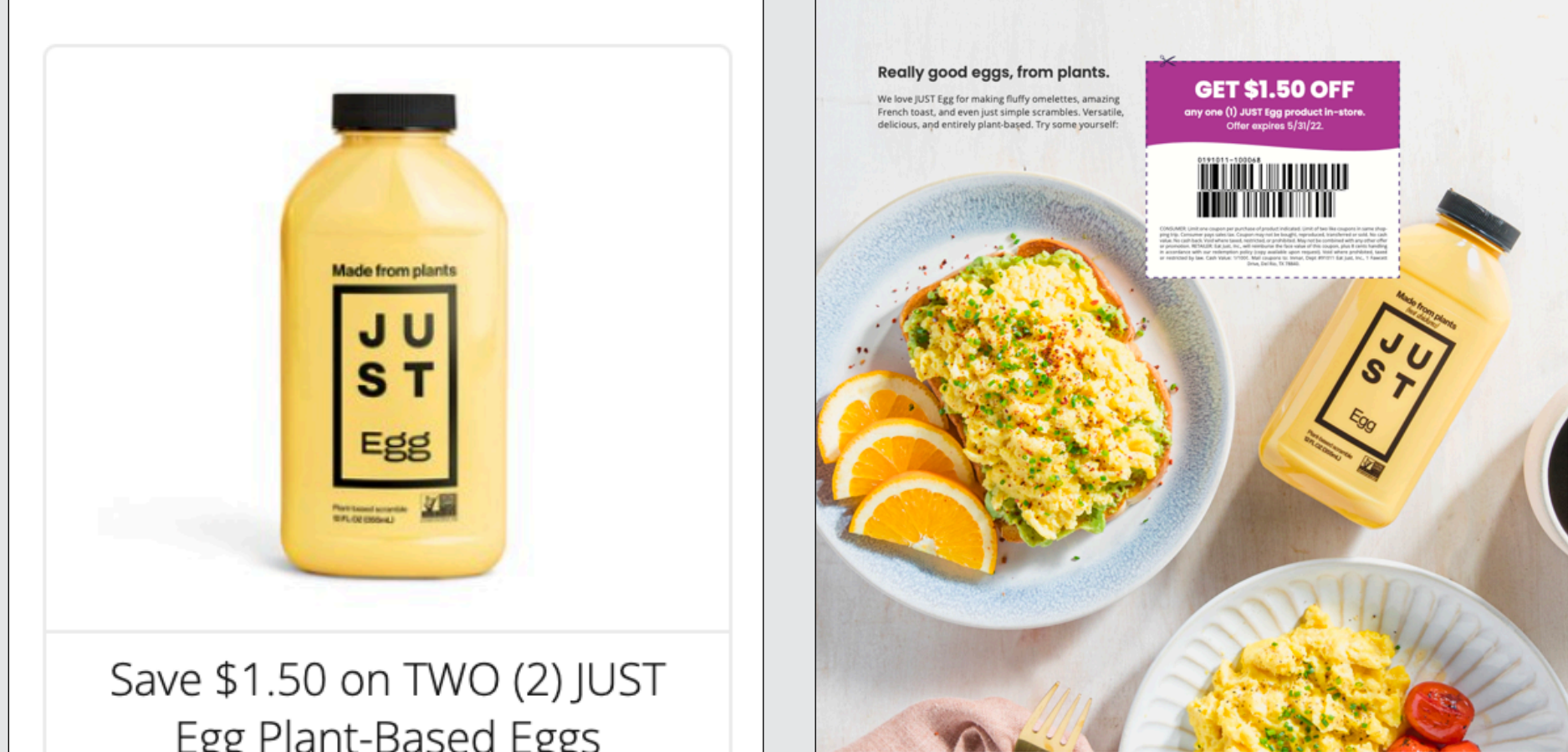
60%

of consumers say they have been looking for sales, promotions, and coupons more often

42%

of consumers have been purchasing fewer items or switched to a lower cost brand item than they would normally purchase since January

Nielsen POS, Total US x AOC, Chicken Eggs + JUST Egg ex. Private label, I brands with >10 ACV, atest 13 weeks ending in 03/26/22
March Consumer Digest, 84.51 Insights, March 2022



Really good eggs, from plants.
We love JUST Egg for making fluffy omelettes, amazing French toast, and even just simple scrambles. Versatile, delicious, and entirely plant-based. Try some yourself!

GET \$1.50 OFF
any one (1) JUST Egg product in-store.
Offer expires 2/22.

Made from plants
JUST
Egg

Save \$1.50 on TWO (2) JUST Egg Plant-Based Eggs

Ends 16 Feb
Limit 1 per cart

CLIP

Shopper Coupon & Trial Driving
Reduce barrier to trial with new users and promote cross shop and/or repeat with existing JUST Egg consumers

Investment: \$901k



Really good quarterback
eating really good eggs.

JUST



Cultural icons and renowned chefs promote JUST Egg organically

Lizzo
16.7M+ followers on TikTok

Kim Kardashian
234M+ followers on Instagram

Questlove
2M+ followers on Instagram

José Andrés
TIME's 100 Most Influential People

Ellen DeGeneres
1.2M+ viewers



	First JUST Egg post	Second JUST Egg post
Views	6.7M	2.6M
Likes	1.8M	558K
Comments	10K	3.3K

