





ABOUT PHOOD FARMACY

Welcome to the Farmacy

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In today's highly charged, energetic, and technology driven world, our busy lives favor eating what tastes good, but not necessarily what is good for us. We underestimate what we eat daily and the impact, or lack of impact, the foods we consume have on our body. This fast-paced culture has resulted in the highest levels of obesity, heart disease, cancer, and other diseases humanity has ever experienced.

Meanwhile, with some care and attention, the food we eat can help, suppress, cure, and prevent many of today's diseases. In fact, more than anything, food possesses substantial healing potential and has been viewed and approached as medicine virtually from the beginning of time. Indeed, the concept that food as medicine is rooted in most ancient civilizations, including Egyptian, Greek, Indian, and Chinese medicine.

Phood Farmacy has been created to provide the ultimate Phood as Medicine solution, in the form of prepared meals. Each meal is produced with a deep focus on health, nutrition, and wellness while using ingredient combinations designed to be both preventative and / or healing in nature.

Our meals are freshly made, and are available deconstructed or ready to eat on demand (contingent on location).

Most important are the ingredients and cooking methods deployed to produce our meals. Our produce is purchased fresh from local farms who have production integrity systems and adopt sustainable farming practices. All our ingredients are GMO and antibiotic free and come from certified sources. We cook with filtered water, and go as far as using high alkaline water with certain meal regimens and remedies.



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Business Model

Phood Farmacy is a Virtual Kitchen. This means it is located in an approved kitchen space and sells to the public, primarily online, there is no physical storefront or customer area. The product range is 100% natural, additive free and farm fresh. Many dishes are organic, vegan and / or vegetarian, therefore we are covering high growth consumer sectors, yet with familiar categories such as burgers, pasta, salads, tacos and meals.

Phood Farmacy Hot Products are packaged in microwaveable boxes, therefore are ideal for quick meals and can be re-heated conventionally or by microwave. Cold products and beverages are in regular take out packaging.

All packaging is branded with a Phood Farmacy sticker.

Our business model is take-out and delivery-only, this mitigates the less profitable on-site sales in the quick meal market

Phood Farmacy's preliminary focus is two channels:

- 1) Local Farmacy, which is online meal solutions to the local community delivered by courier
- 2) Meal Plans – these are nutritionist developed meals for specific diets, which are shipped via Fedex / UPS / Courier. This is possibly similar to brands like Blue Apron, however our meals are prepared and ready to heat and serve, (Blue Apron are raw ingredients which requires cooking)

Pricing

Pricing is set to match fast casual restaurants, with meals costing between \$8.99 and \$14.99 (menu is included in this document)

Menu (Spring 2019)

BREAKFAST

Cinnamon-Apple Sunrise Oats

Almond Milk & Cinnamon, Marinated Golden Raisins, Maca Powder, Apple-Pecan Crumble topped with Strawberries. Served Cold.



6.99

Blueberry Banana Smoothie

Almond Milk, Banana, Blueberries, Honey, Yogurt, and Flaxseed.



6.99

Yogurt and Red Berry Pesto Bowl with Toasted Oats

Fresh Red Berry Pesto on Vanilla Yogurt with Cinnamon Toasted Oats.



7.99

Avocado Super-Toast

Golden Beets, Avocado, Lemon Juice, Ground Flax, Hemp Seed, Golden Raisin & Moringa on Ezekiel 4:9 Sprouted Whole Wheat Bread.



9.49

Farmacy Brunch Spinach Omelet

Spinach Omelet filled with Asparagus, Chickpea, Red Pepper and Turnip



9.49

St. Benedict's Eggs

2 Soft-Yolk Eggs over Ezekiel 4:9 Sprouted Whole Wheat Muffins, Asparagus, Butter-Free Hollandaise Sauce.



9.49

Brunchrito

Flour Tortilla filled with Eggs, Asparagus, Chickpea, Red Pepper and Turnip.



10.99

Shakshuka

2 Soft-Poached Eggs over Tomato, Onions & Peppers Sauce and Oregano with Whole Wheat Pita.



10.99

Brunch Bowl

Asparagus, Chickpea, Red Pepper and Turnip Bowl with 2 Eggs Any Style.



10.99

Super Berry Acai Bowl

Acai Bowl with Fresh Berries, Granola, Sliced Almonds, and Shredded Coconut.



10.99

MEALS AND BOWLS

Aztec Gold Chili

Corn and White Beans, Coconut Milk, Mixed Chilies, Oregano, Salsa Roja, and Inca Corn Crumble.



9.99

Penne in Farmacy Tomato Sauce

Whole Wheat Penne Pasta in our Signature Farmacy Tomato Sauce Served with Fresh Basil Leaves, Mushrooms, Spinach, and Feta Cheese and Topped with Pepitas.



11.99

Chimi Chicken

Grilled Chicken on Pearl Whole Wheat Couscous, Roasted Carrots, Sugar Snap Peas and Corn, topped with Fresh Herb Chimichurri



13.99

Seared Salmon

Seared Salmon on Pearl Whole Wheat Couscous, Roasted Carrots, Sugar Snap Peas and Corn, topped with Fresh Herb Chimichurri



14.99

SOUPS

Seasonal Vegetable Minestrone

Black Beans, Roasted Tomatoes, Carrots, Onions & Bell Pepper, Snap Peas, Garnet Yam, Rosemary & Oregano.



9.49

Chicken Noodle Soup

Chicken, Egg Noodles, Root Vegetables, Oregano & Peppercorns on the Vine.



5.99

SALADS

Cobb Salad

Hazelnut Raisin Quinoa, Hard Boiled Eggs, Avocado, Walnuts, Corn, Cucumber Slices, Carrots, and Goat Cheese on Mixed Lettuce Leaves. Comes with Cider Vinaigrette.



9.99

Nicoise Salad

Hard Boiled Eggs, Cherry Tomatoes, Cucumbers, Black Olives, and Za'atar on Mixed Lettuce Leaves and Hazelnut Raisin Quinoa with Labneh. Comes with Lemon Olive Oil.

9.99

Vegan Chef's Salad

Mixed Lettuces & Avocado, Pistachio, Balsamic Glaze, Roasted Potatoes & Carrots. Comes with Olive Oil.



9.99

Beach Day Greens

Mixed Lettuce Leaves & Avocado, Asparagus, Strawberries, Basil & Goat Cheese with Cider Vinaigrette.



9.99

Fresca Chilled Rice Bowl

Avocado, Grapefruit, and Spinach in a Chilled Brown Rice Bowl with Toasted Pepitas with Lemon Wedge and Olive Oil.



9.99

Avocado, Golden Beet, and Dried Cranberries Salad

Mixed Lettuce Leaves, Avocado, Golden Beet, and Dried Cranberries, Sunflower Seeds, Radish and Cider Vinaigrette.



10.99

Forbidden Rice Salad

Broccoli Rabe, Apricots and Pine Nuts in Forbidden Rice over Green Lettuce. Served Chilled. Comes with Olive Oil and lemon wedge.



11.99

TACOS

Grilled Whitefish & Mango Tacos

Grilled Whitefish with Cabbage Slaw, Salsa Roja, Mango Salsa, Cilantro with Chimi Yogurt Sauce on 2 Corn Tortillas.



9.99

Green Street Tacos

Sugar Snap Peas, Guacamole, Radish & Inca Corn Crumble on 2 Corn Tortillas.



9.99

Grilled Chicken Tacos

Grilled Chicken with Cabbage Slaw, Salsa Roja, House Pickled Jalapeños, Cilantro with Chimi Yogurt Sauce on 2 Corn Tortillas.



9.99

SANDWICHES & BURGERS

Mushroom Bean Burger

Housemade Bean Mushroom Burger topped with Guacamole, Lettuce, Sliced Tomato, and Pickle with Basil Infused Yogurt Sauce on a Whole Wheat Bun.



10.99

No Sauce

Grilled Chicken Sandwich

Grilled Chicken, Avocado, Sliced Tomato, Green Leaf Lettuce, and Pickles with Basil-Infused Yogurt Sauce on a Whole Wheat Bun

11.99

Veggie Red Lentil Burger

Moroccan Spiced Grain & Vegetable Patty, Baby Spinach, Housemade Pickles, Sliced Tomato with Basil Infused Yogurt on a Whole Wheat Bun.



12.99

No Sauce

Salmon Burger

Salmon Patty, Baby Spinach, Black Pepper & Tomato with Basil Infused Yogurt Sauce on a Whole Wheat Bun.

14.99



Harm Free Food



= Vegan



= Gluten Free



= Vegetarian



= Dairy Free



All Phood Farmacy meals are soy-free

SNACKS / SIDES

Guacamole + Chips

Avocado, Jalapeño, Tomato, Cilantro, Citrus & Natural Salt.



4.99

Side Salad

Choice of Cobb, Nicoise, Vegan Chef, Beach Day, or Avocado, Golden Beet, and Dried Cranberries Salad.

5.99

Aztec Chili Side

Corn and White Beans, Coconut Milk, Mixed Chilies, Oregano, Salsa Roja, and Inca Corn Crumble.



5.99

Power Protein Pack

3 Energy Ball Bites (Moringa, Coconut, and Regular flavor), 1 Hard Boiled Egg, Grapes

5.99

Forbidden Rice Salad

Broccoli Rabe, Apricots and Pine Nuts over Forbidden Rice. Served Chilled.



6.99

DESSERTS

Seasonal Fruit

Seasonal Fruit with Nuts, Goji Berries, and Lime Juice.



5.99

Cranberry-Pistachio Cookie Bar

Almond & Lemon, Moringa, Maca, Sucanat, Ceylon Cinnamon.



2.99

Seasonal Berries & Yogurt

Seasonal Berries with Yogurt.



6.49

DRINKS

Lemonade

House Made Lemonade. Choice of unsweetened or agave sweetened in Regular, Raspberry, and Lavender flavors.

1.99

Cold Brew

Housemade Cold-Brewed Coffee.

3.00

CBD Cold Brew

Hemp-Derived CBD Oil blended with our Housemade Cold-Brewed Coffee

5.00

The Clover Juice

Little West Brand. Kale, Cucumber, Celery, Spinach, Pear, Cilantro, Mint, Lime

7.49

Go Big Juice

Little West Brand. Beet, Kale, Carrot, Apple, Wheat Grass, Lemon, Ginger

7.49

Gingersnap Juice

Little West Brand. Fuji Apple, Green Apple, Lemon, Ginger

7.49

The Quench Juice

Hemp-Derived CBD Oil blended with our Housemade Cold-Brewed Coffee in Various Flavors

7.49

Sunrise Juice

Little West Brand. Carrot, Orange, Coconut Water, Turmeric, Lemon, Ginger

7.49



Our Phood





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Business Model – Sales Channels

Current Sales Channels as Follows:

Online Orders Direct on PhoodFarmacy.com website
3rd Party delivery companies
Phone – in orders
Catering Orders

Future Sales Channels (Short Term):

Office pre-orders
Fooda.com (large building on site limited time food service)
Condition based Meal Plans (eg meal plans for diabetics)

Future Sales Channels (mid – long term):

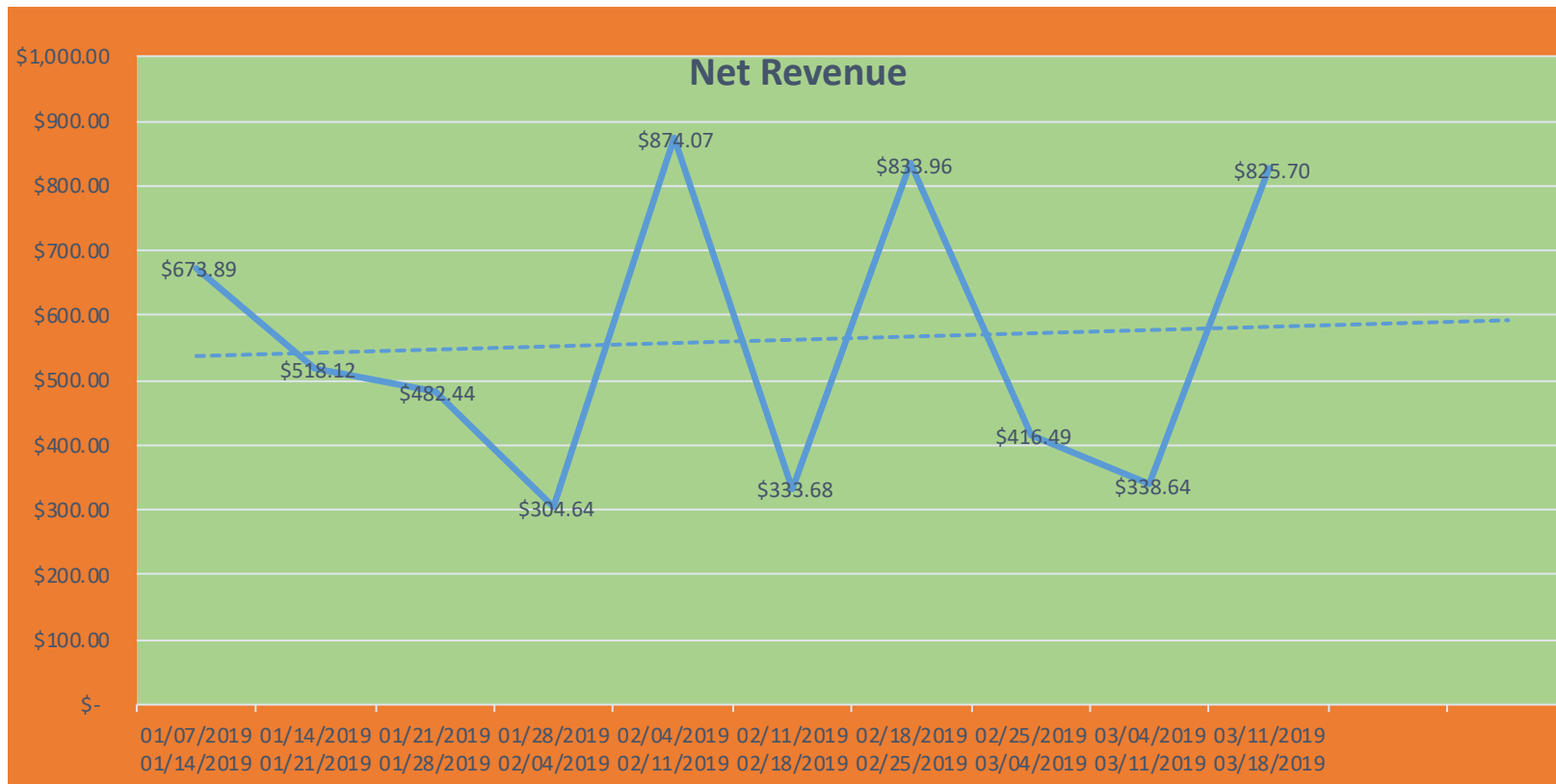
Hospital sales
Vending
Wholesale to Retailers
Licensing revenue
Franchise revenue
4 – wall traditional stores focusing on take out only (eg Dominos Pizza model)



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First 10 Weeks Revenue



It is important to recognize that Phood Farmacy has launched without any prior brand history, thus every customer is new and acquired individually through the various adopted marketing channels that are discussed later in this document. Given our customers have eaten elsewhere before, we view each acquisition as a huge success and do our utmost to solicit feedback and generate regularity.

Given we forecasted zero sales in the first month, and \$1,000 for the 2nd month, the first 10 weeks, while low, have not been disappointing. There is a general trend upwards with week 10 being the best week to date. Average weekly sales are \$560 a week which has become our post 10 week benchmark to grow from.

The 'high' weeks, (except week 10), have been due to catering orders. Week 10 was the new menu launch, which appears to be more attractive to online customers than previous offerings, and we are experiencing growing purchases in commonly understood products like our burgers, vegan salad and soups.



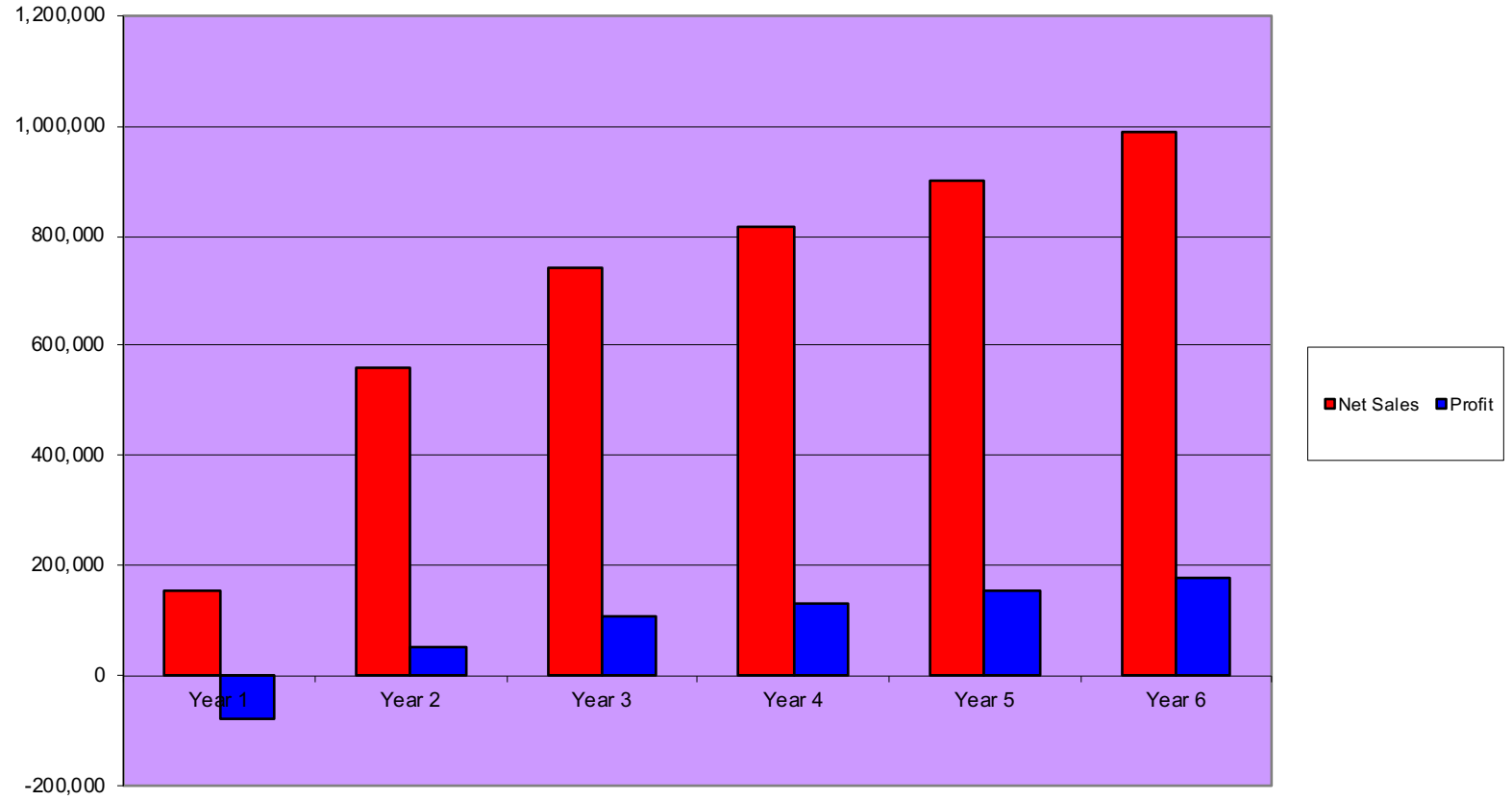
6 Year Forecast

| Phood Farmacy. Financial Summary - 1 store | | | | | | |
|--|----------------|---------------|----------------|----------------|----------------|----------------|
| | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Year 6 |
| Revenue Breakdown | \$ | \$ | \$ | \$ | \$ | \$ |
| Combined Store Revenue | 153,273 | 559,523 | 742,241 | 816,465 | 898,112 | 987,923 |
| Overhead (Inc COG) | 216,641 | 519,761 | 584,339 | 628,529 | 686,171 | 749,259 |
| | 141% | 93% | 79% | 77% | 76% | 76% |
| EBITDA (earnings before interest, taxes, depreciation, amortization) | -64,597 | 66,171 | 120,787 | 147,110 | 167,032 | 189,265 |
| | -42% | 12% | 16% | 18% | 19% | 19% |
| Total Net Income (Post Loan & Depreciation) | -78,097 | 52,671 | 107,287 | 133,610 | 153,532 | 175,765 |
| | -42% | 12% | 16% | 18% | 19% | 19% |
| General & Administrative | 0 | 0 | 0 | 0 | 0 | 0 |
| ROI (on loan capital & owner equity investment) | -45.9% | 31.0% | 63.1% | 78.6% | 90.3% | 103.4% |
| Number of Shares Issued | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 | 100,000 |
| Net Store Contribution (pre tax) | <u>-78,097</u> | <u>52,671</u> | <u>107,287</u> | <u>133,610</u> | <u>153,532</u> | <u>175,765</u> |
| Pre Tax Earnings Per non Diluted Share | -\$0.78 | \$0.53 | \$1.07 | \$1.34 | \$1.54 | \$1.76 |
| Cash Held Over | -\$29,597 | \$36,574 | \$157,360 | \$304,470 | \$471,502 | \$485,002 |



6 Year Forecast

Phood Farmacy Overall Operating Performance





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What our Customers Say

Sarah B.
Valencia, CA
424 friends
2 reviews

★★★★★ 3/5/2019


What a great place! I work a couple buildings away from here and between the staff and clients that come through our building we have so many different food types. PHOOD FARMACY covers them all! We had the pleasure of trying a selection of items from the menu and I speak for my staff we are very pleased! Everything had such unique flavor! We are very excited to use PHOOD Farmacy in the future for events and catering needs! Big thanks to Thelma and the team of cooks for sharing with us !!! Welcome to the neighborhood, YUM!!

A M.
Los Angeles, CA
0 friends
3 reviews
1 photo

Share review
Embed review
Compliment
Send message
Follow A M.

★★★★★ 1/31/2019

This will probably be one of my favorite go to spots to order from now. It's healthy and yummy. I tried the salmon burger and loved it. The ingredients were just all well thought out and I feel good knowing I'm eating something good for me. I can't wait to try the rest of their foods!



Salmon Burger

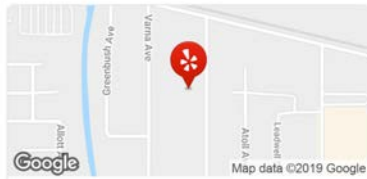
Phood Farmacy Claimed

★★★★★ 3 reviews

American (New), Breakfast & Brunch

Write a Review Add Photo Share Save

Location & Hours



7333 Fulton Ave
Ste 18
North Hollywood, CA 91605
Get Directions

| | |
|-----|-----------------------------------|
| Mon | 8:00 am - 3:00 pm |
| Tue | 8:00 am - 3:00 pm |
| Wed | 8:00 am - 3:00 pm Open now |
| Thu | 8:00 am - 3:00 pm |
| Fri | 8:00 am - 3:00 pm |
| Sat | Closed |
| Sun | Closed |

Jeanette R.
North Hollywood, CA
0 friends
2 reviews

★★★★★ 1/30/2019

First to Review

First time trying Phood Farmacy it was incredibly amazing my sister and mom both loved it. I got the Aztec gold chill, veggie lentil burger, chicken soup, and the frittata it was nothing like ever had before. Our favorite was the frittata and veggie lentil burger. Will definitely be coming here often.

Was this review ...?

Useful Funny Cool



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Short Term Revenue Growth Strategy

The Sales Forecast within is for the 1st location with revenue being driven by the following activity:

1. Grass roots strategy of visiting local businesses and providing free samples and information about Phood Farmacy
2. Expand opening hours to close at 7pm (this will not add more labor as shifts will be staggered). Later open weekends and expand hours more
3. Social media postings (note PF has unique access to a large social media following through The Next Idea's sites)
4. Email blasts 2 x a week
5. From April. Phood Farmacy is an approved vendor of Fooda (<https://www.fooda.com/>). Fooda organizes lunches with large corporations and multi-business office blocks. Phood Farmacy will be booked for twice a week to begin with, with anticipated sales of \$750 - \$1,000 per event
6. Attending all relevant events where the attendees are potential customers of Phood Farmacy
7. Online Facebook and Instagram ads
8. Introduction of meal plans which is discussed later in this document



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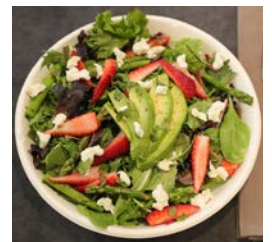
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Medium - Term Revenue Growth Strategy

Location growth will be through a robust Franchise Strategy

1. Franchise territories: We are forecasting that initially populations of 250,000 + would support a Phood Farmacy Kitchen. Therefore High density cities would be the primary focus for new franchisees
2. Phood Farmacy would sell territories based on population and city type and group. Typically a minimum size would be population of 1 million, thus four kitchens minimum
3. Franchise license costs would be determined by Phood Farmacy's historic \$\$\$ performance at the time of selling, [the franchise license]. However initial licenses would be sold at \$10,000 per kitchen with a 5% Royalty fee, and 1% marketing fee. The franchise term would be 10 years with option to renew based on performance. Opening fee would apply to cover training etc – this would be around \$10k for first location and then \$7,500 thereafter.
4. Target \$\$\$ amounts per license, once business achieves its unit level sales and EBITDA:

\$25k Per Kitchen (paid at time of signing) Minimum 4 Kitchens
\$10k at time of opening location 1
\$7.5K at time of opening location 2 and thereafter
6% Royalty on net of tax sales
2 years to open minimum 4 locations





Phood Farmacy Future Format



Phood Farmacy Future Format





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Target Market

Phood Farmacy's menu is designed to be broad in demographic span. Its focus is to be the go to food for anyone who wants to eat natural food, and be assured that there are no additives in their meals. Equally, Meal plans are designed for consumers who have specific dietary needs (more than 50% of the US population), and / or medical conditions such as diabetes, weight or heart disease.

The target market is therefore expansive in nature. Notwithstanding, we consider our primary markets as follows:

1. **Office Market:** Phood Farmacy products are perfect for packaged meals thus represent a great option for working people given the portability yet freshness of each product
2. **Medical Conditions:** Phood Farmacy seeks to be the 'Doctor's Recommended' choice of food brand for their patients
3. **Millennials:** Given the technology component of Phood Farmacy, millennials are a key market, given their substantial adoption of online order platforms

While Phood Farmacy focuses on the above target customer our target customer will always be anyone in the human race; after all

EVERYONE EATS!



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Competition

Competition for Phood Farmacy is viewed in 2 formats:

Format 1 - Online pre-prepped Meal Kit Options (Eg Blue Apron)

Format 2 - Restaurants that deliver

Format 1

Brands like Blue Apron, Hello Fresh, Green Chef, Home Chef, Martha and Marley, and Gobble, all represent competition for Phood Farmacy's pre-made meals. The success of these brands has been impressive, Blue Apron for example listed on NYSE at around \$1bn

Phood Farmacy differentiates itself from the above brands through offering pre-cooked meals, thus more convenient, nutritionally balanced and targeted for customers that need a special diet



Format 2

Competition in the local delivery Restaurant space is fierce. There are many very good operators in all sectors. For example; Urban Plates, Panera Bread, Tender Greens, and so on. All are very competent and offer a good quality product.

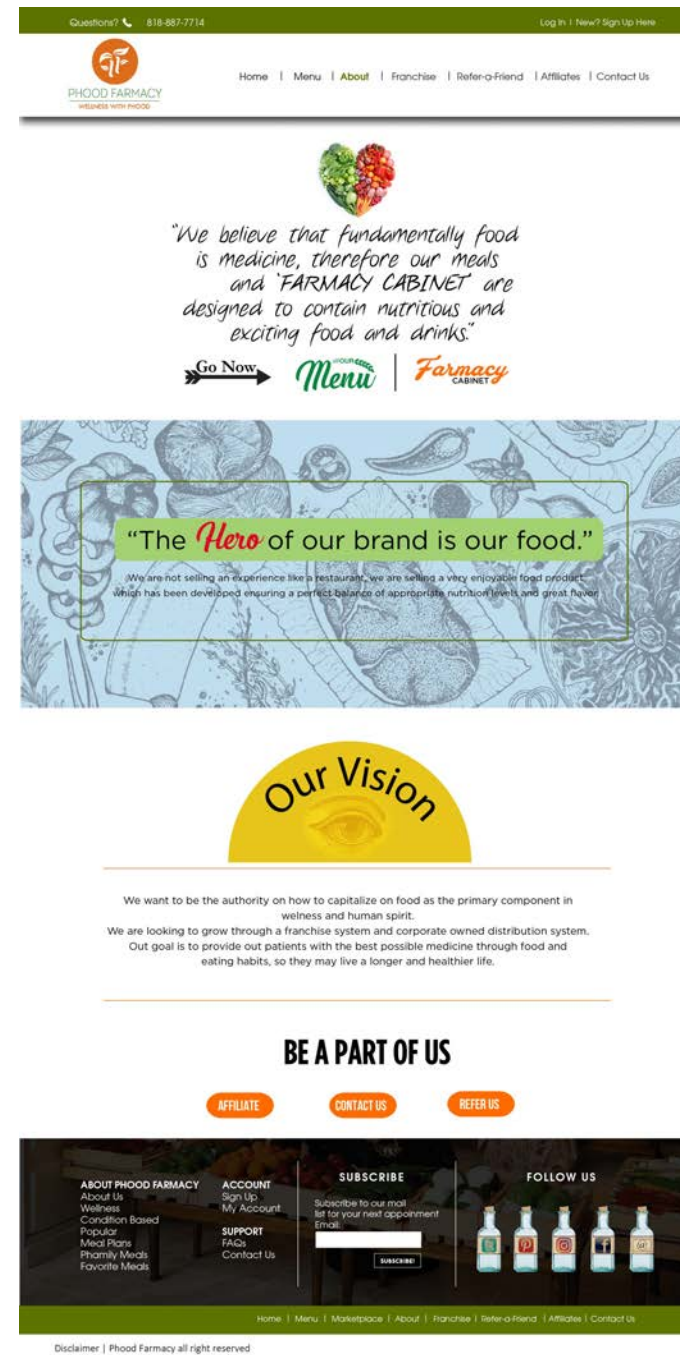
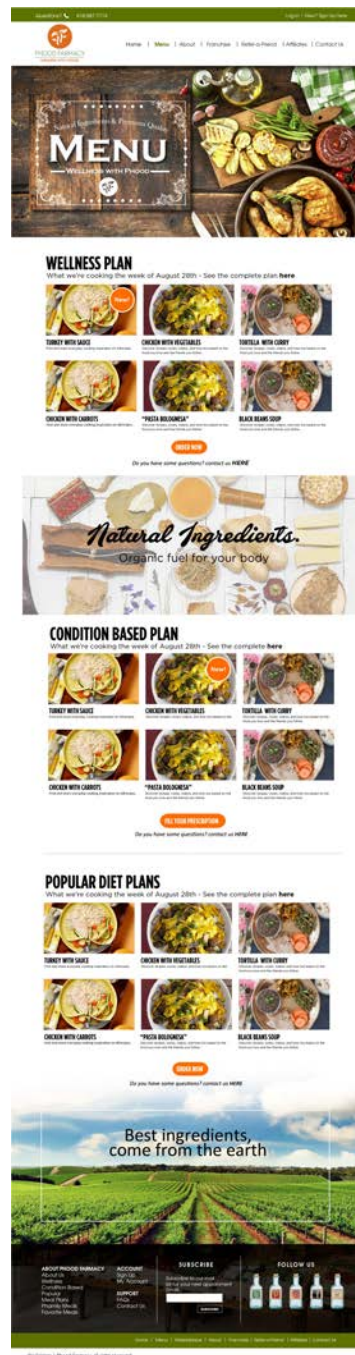
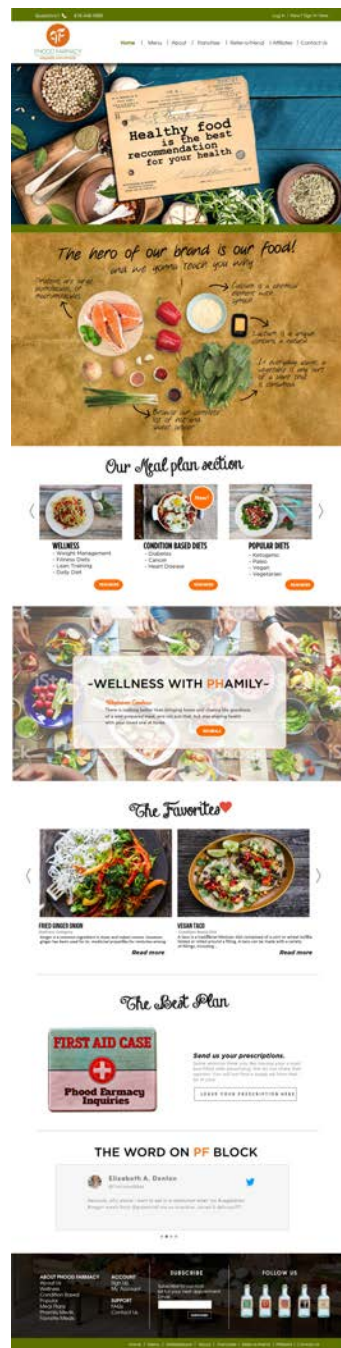
Phood Farmacy will compete on quality, variety, and on health qualities. Our mantra is Harm Free food, we are finding that, even at our early stage, customers are resonating with this, and its giving us an edge to compete.





Website Design

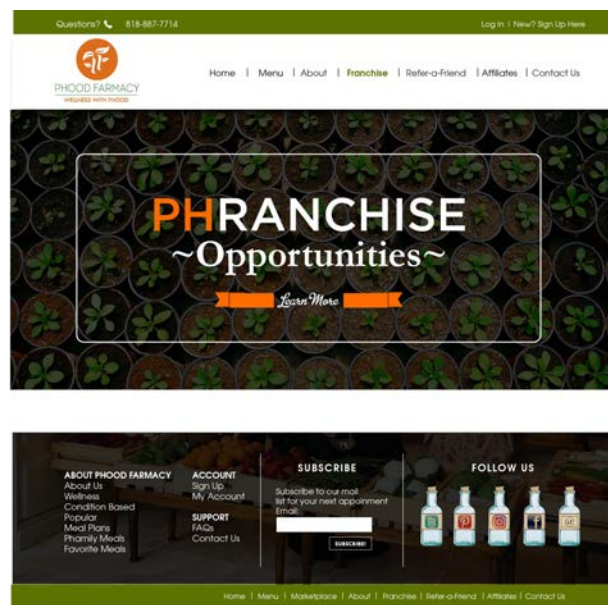
Meal Plans





Website Design

Franchise Page



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WELCOME TO THE PHOOD FARMACY PHRANCHISE!

Franchising is a successful distribution channel with a great growth potential. For more than 30 years, Starfarmer has been working successfully on the retail market, offering a modern and sophisticated franchising towards a common goal.

Success

We offer 4 collections during the year, divided in 12 stores coming to the stores every 3 weeks, and seasonal flash collections to renew the product offer and increase the love of our final customer.

WE ARE READY TO HELP AND SUPPORT YOU IN ALL ASPECTS OF OUR COMMON JOURNEY.

Location analysis
Support and consulting for the choice and evaluation of the location, investments planning, Store Design

Team working with our architects to plan the layout for a modern and functional concept store, able to receive the final customer, while keeping the displaying functional.

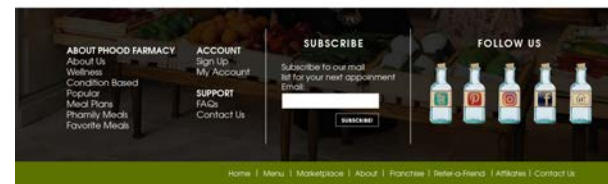
Visual Merchandising guidelines

Dedicated on-line access for all the franchisees for display guidelines and shopping windows renewal (Shopping windows materials (sign) and seasonal guidelines for products)

Sales assistance & product training

Assistance in doing the collection orders
Quantity and product mixture planning
E&B connection
Support for the store opening and during the season
Product, visual and selling strategy training
Goods re-order during the season with a direct connection to the company warehouse thanks to a 2b2 system.

For any further information, contact us at info@phood.com



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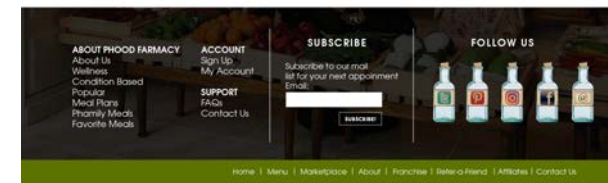
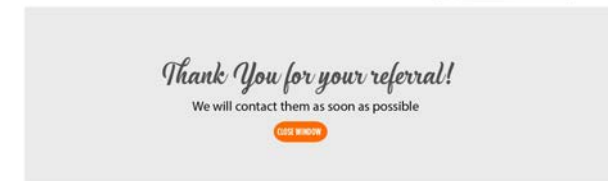
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For any further information, contact us at info@phood.com



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Website Design

Social
Responsibility

Question? 618-488-9988 Log In | New? Sign In Here

PHOOD FARMACY
HARM-FREE FOOD

Home | Menu | About | Franchise | Refer-a-Friend | Affiliates | Contact Us

SHARING IS DEFINITELY Caring!

Go on, hook up a friend up and as a thank you you'll both get a special gift from us!

ENTER YOUR FRIEND'S DETAILS BELOW AND WE WILL HANDLE THE REST.

Lucky Friend's Name Special Message to your friend

Their Email

Thoughtful Friend (That's you) Notes for us

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PHOOD FARMACY
HARM-FREE FOOD

Home | Menu | About | Franchise | Refer-a-Friend | Affiliates | Contact Us

PHOOD FARMACY AFFILIATES

Thank you for your interest in Phood Farmacy affiliates program!

By joining our program, as valued affiliate partner, you earn commissions by providing our 2-Person and Family Meal Plans.

How do I enroll?



Click Here

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Question? 618-488-9988 Log In | New? Sign In Here

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Enrolling FAQ

Here are FAQs (Frequently Asked Questions) about our affiliate program:

- What is PF commission rate?
As our affiliates, you will be able to earn up to \$25 for each new subscription sale you drive.
- How do I refer new subscribers?
PF affiliate referrals are tracked and managed by our affiliate platform, Impact Radius (IR). Once joined to our program, IR tracks clicks, conversions/sales, and your commission amount.
- What are some suggestions to earn more with IR?
As an affiliate partner, our IR program will provide you with all the necessary tools and links, to help successfully promote PF. We find that our prospective customers are drawn to content, and to that end, we have an affiliate sample program. Partners are rewarded on a case-by-case basis, and once approved, we will send a PF sample, 10 per box of 2 PF meals (or 4), in exchange for a commitment to your PF experience. For commissions, please contact our dedicated affiliate management team at PF@phoodfarm.com.
- Is there a maximum in referral fees (commissions) I must earn to receive a payment?
Yes, there is. Within Impact Radius, your commission threshold must meet a minimum balance of \$50, prior to receiving a payment.
- Is there a maximum I can spend?
Currently, there is no maximum limit to what a PF affiliate partner can earn.
- How do I get paid?
If you have created a new IR publisher account or have an existing account, you will want to go to the "Transfer" tab at the top of your Dashboard. From the "Transfer" drop down, choose "Withdrawal Settings." From next page that is displayed, you can choose from 3 payment options:
Electronic Funds Transfer (EFT) - Banking details are needed.
PayPal - 2% processing fee capped to \$20.00
Check - 2% processing fee
These rates, if must have a 10-B form completed and on file prior to any commission payout being issued.
- Do you offer recurring revenues?
No, PF does not offer recurring partner payout or only for new Blue Apron subscribers.
- Are you outside the U.S. Can I sign up for the PF affiliate program?
Yes, you absolutely can! Please note, however, we only support and ship to customers in the U.S. PF reaches 89.7% of continental U.S., so no need to check to see if we ship to your area if you are in the lower 48!
- How do I know how close I am to hitting the \$50 threshold?
From the Impact Radius Dashboard, on the right, there is a "Transfer" section. This section will outline your total Pending and Locked commissions.
- How long will this program be in place?
Our Impact Radius program launched this March 2016, there is no foreseeable end date that we anticipate.
- I have more questions, who should I contact?
Our dedicated affiliate management team is here to support our affiliate partners with any needs and/or questions. Always feel free to contact them at PF@phoodfarm.com.

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Website Design

Enquiry Page



We'd love to hear from you! Contact us with your suggestions for how we can make your experience as amazing as possible. We're also happy to respond to any press inquiries.

FARMACY INQUIRIES

Name:

Email:

Subject:

Note to our PF Pharmacist:

Send!



FARMACY INQUIRIES

Your message has been sent.

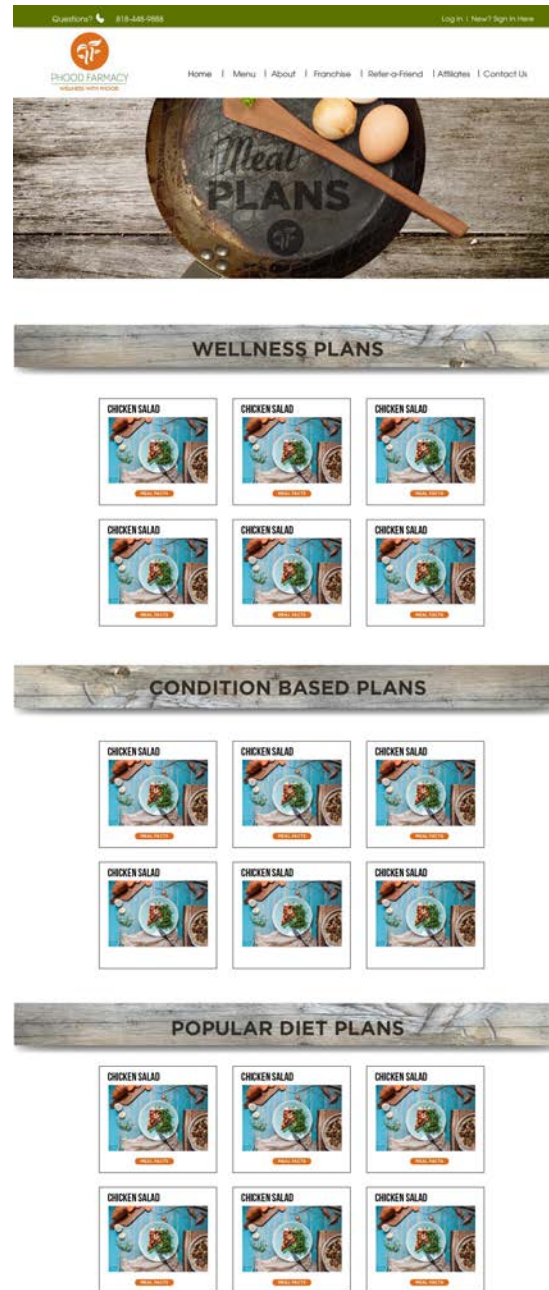
You will be contacted within 48 hours

CLOSE WINDOW



Website Design

Info Page





Website Design

Retail options

Questions? 818-448-9888 Log In | New? Sign In Here

PHOOD FARMACY WELLNESS WITH PHOOD

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Nutritional values

Know how healthy is our food!

Look Up Your Meal

| | | |
|---|--|---|
| 0% calories 0% calcium 60% protein 1% sugar 20% omega | 20% calories 17% sugar 40% omega | 0% calories 15% calcium 20% protein 4% sugar |
| 20% calories 7% sugar 70% omega | 20% calories 17% sugar 40% omega | 50% calories 5% calcium 10% protein |
| 20% calories 9% sugar 60% omega | | |

WELLNESS

VEGAN PIZZA
Wellness

| | |
|---------|---------------|
| 1300 KJ | Energy |
| 7g | Fat Total |
| 1.5g | Saturated Fat |
| 4.7g | Fiber |
| 24g | Protein |
| 30g | Carbs (Total) |

All nutrition values are per serving

Questions?

VEGAN PIZZA
Wellness

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Questions?

< 1 2 3 4 5 >

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PHOOD FARMACY WELLNESS WITH PHOOD

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Phood Farmacy Market Place

INGREDIENTS - Quality Products - Modern Accessories

KITCHEN ACCESSORIES



Iron Pan - Perfect to cook fried meat and chicken.

PRICE: \$65
BUY NOW



Iron Pan - Perfect to cook fried meat and chicken.

PRICE: \$65
BUY NOW



Iron Pan - Perfect to cook fried meat and chicken.

PRICE: \$65
BUY NOW



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PRICE: \$65
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PRICE: \$65
BUY NOW

MERCHANDISE



"Green Life" Tee

PRICE: \$25
BUY NOW



"Heart Changing" Tee

PRICE: \$25
BUY NOW



"VIP Meds" Cooler Bag

PRICE: \$25
BUY NOW



"Patents" Apron

PRICE: \$30
BUY NOW



Website Design

1. How It Works
2. Gift Card/Box

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PHOOD FARMACY WELLNESS WITH PHOOD

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HOW IT WORKS

Meal PLANS

HOW IT WORKS

Phood Farmacy is always showcasing new and exciting recipes to choose from.

Fresh recipes + fresh food = Wellness and Happiness.

Phood Farmacy's range of targeted diets are packed with delicious nutrients that are quick and easy to enjoy. Let us know your preferences. We will craft a meal kit just for you. If you see something on the menu that you don't like, you can swap it out for another dish.

Easy-To-Manage Account

Manage your delivery preferences, edit your menu for the week, view your past orders, or modify your account any time.

Questions? WE CAN HELP!

The Phood Farmacy team is dedicated to providing the best possible experience for our *patients*. **Contact us**

Meal Plans

Phood Farmacy serves nutritious meals designed to promote overall wellness, prevent illness, and treat disease by harnessing the power of food.

Choose a plan that fits your lifestyle or specific dietary needs.

Phood Farmacy will deliver a kit with your desired diet type. You choose how often you receive a kit. Control your subscription: Skip deliveries, modify your menu, or cancel anytime.

We work with your time!

Local FARMACY

HOW IT WORKS

Enter your address below to see if you live near a Local Pharmacy.

Choose Your Favorite Meals

Farmacy's Fresh Quality

Phood Farmacy's network of producers and farms work hard to deliver natural and organic ingredients. All of our meals are constructed using only fresh, natural, and honest ingredients.

- ☉ Fresh
- ☉ Natural
- ☉ Honest Ingredients

Easy-To-Manage Account & Dashboard

Manage your delivery preferences, edit your menu for the week, view your past orders, or modify your account any time.

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SEND YOUR Thanks

The gift perfect for any special occasion

Gift Cards

The gift of good health

ORDER NOW!

Medicine Box

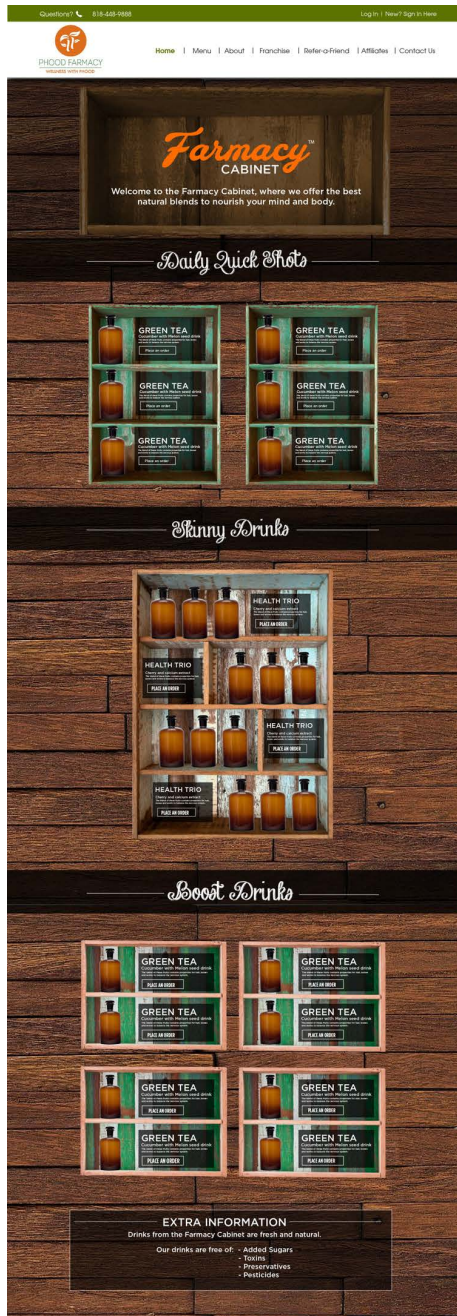
Liquid Magic

Send them something they will be addicted to!
We promise only addiction to healthy meds.

ORDER NOW!



Website Design





Stationery Design

1. Business Cards

FRONT



BACK





Stationery Design

1. Business Cards
2. Letterheads
3. Envelopes

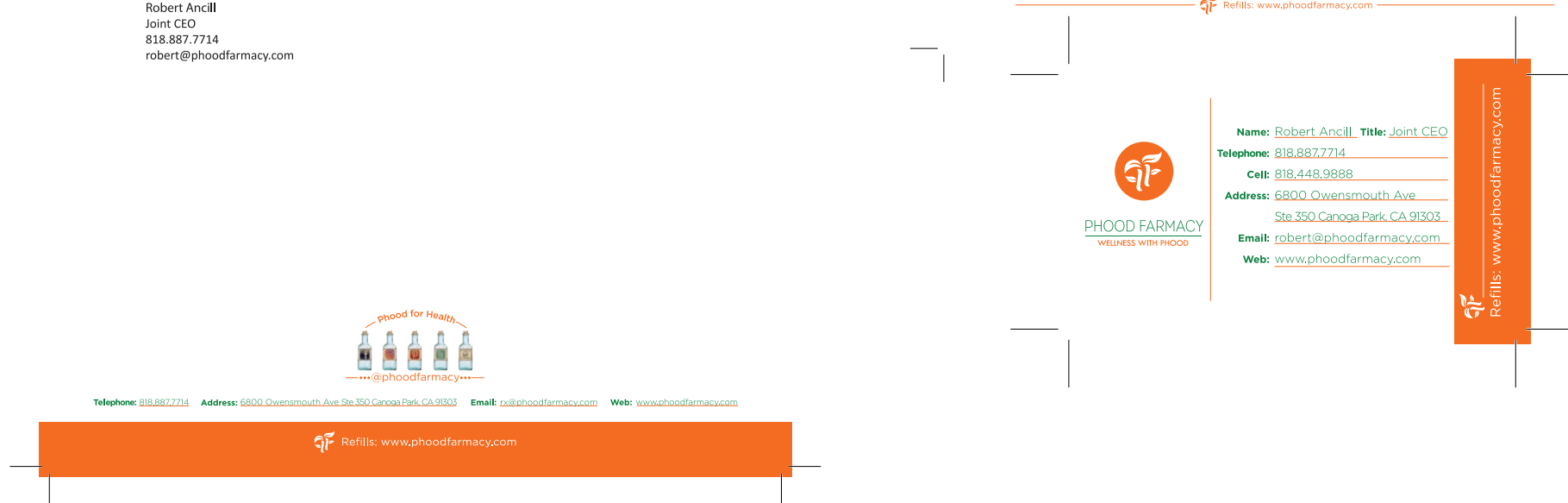


Dear Customer,

A letter is a written message from one party to another containing information.[1] Letters promote the preservation of communication between both parties; they may bring friends or relatives closer together, enrich professional relationships and provide a means of self-expression. Letters contribute to the protection and conservation of literacy.[1] Letters have been sent since antiquity and are mentioned in the Iliad.[2] Works by both Herodotus and Thucydides also mention letters.

Best Regards

Robert Ancill
Joint CEO
818.887.7714
robert@phoodfarmacy.com



Telephone: 818.887.7714 Address: 6800 Owensmouth Ave Ste 350 Canoga Park, CA 91303 Email: rx@phoodfarmacy.com Web: www.phoodfarmacy.com

Refills: www.phoodfarmacy.com

Refills: www.phoodfarmacy.com



Merchandise

1. Apron
2. Cooler Bag
3. Look Good T
4. Sexy Insides T





Merchandise

1. 100% Sexy T
2. 100% Health T





Packaging

1. Shipping Box Label
2. Individual Labels
3. Meal Sets Label



Address: 6800 Owensmouth Ave
Ste 350 Canoga Park, CA 91303
Telephone: 818.8877714
Web: www.phoodfarmacy.com



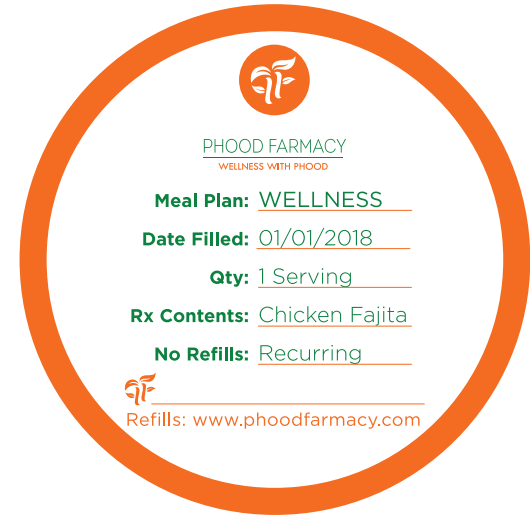
Patient Name: Robert Ancill
Address: 6800 Owensmouth Ave
Ste 350 Canoga Park, CA 91303
Package Contents: Prescription Meals

Refills: www.phoodfarmacy.com



Meal Plan/s: CONDITION BASED
Date Filled: 01/01/2018
Qty: 5 Servings
Rx Contents: Various
No Refills: Recurring

Refills: www.phoodfarmacy.com

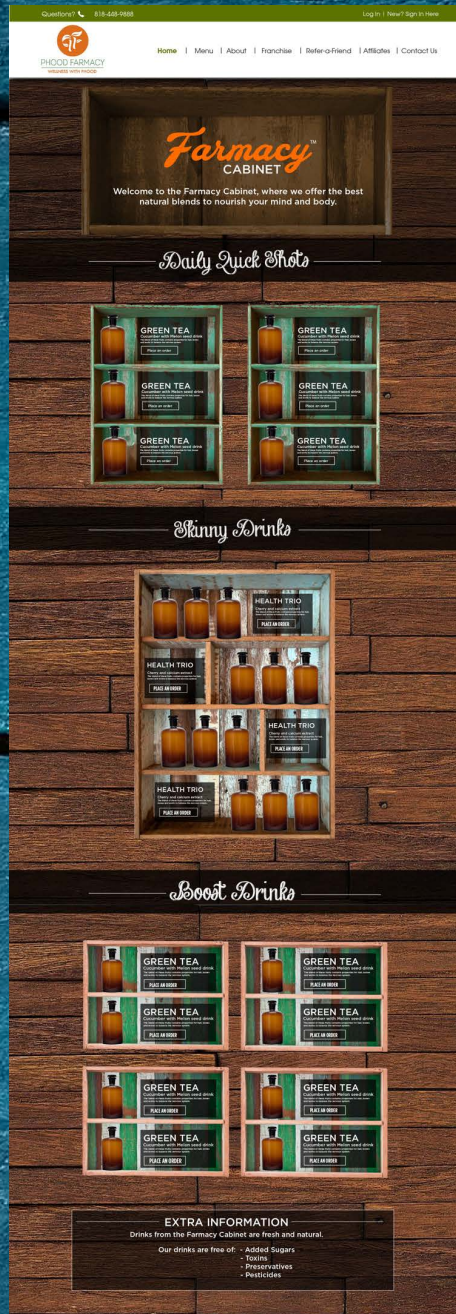


PHOOD FARMACY
WELLNESS WITH PHOOD
Meal Plan: WELLNESS
Date Filled: 01/01/2018
Qty: 1 Serving
Rx Contents: Chicken Fajita
No Refills: Recurring
Refills: www.phoodfarmacy.com




Website Design

Farmacy Cabinet – a future idea to sell natural juice and herb shots in addition to high nutritional value natural food extracts






Stationary

 **PHOOD FARMACY**
www.phoodfarmacy.com

Address: 6800 Owensmouth Ave
Ste 350 Canoga Park, CA 91303
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Best Regards

Thelma Weaver
Joint CEO
317.345.2199
thelma@phoodfarmacy.com

 Refills: www.phoodfarmacy.com



PHOOD FARMACY
WELLNESS WITH PHOOD

Name: Robert Ancill **Title:** Joint CEO


Telephone: 818.887.7714

Cell: 818.448.9888

Address: 6800 Owensmouth Ave
Ste 350 Canoga Park, CA 91303

Email: robert@phoodfarmacy.com

Web: www.phoodfarmacy.com

 Refills: www.phoodfarmacy.com



phood for Health



...@phoodfarmacy...



Summary

Summary

High Growth sector

Low Overhead to open a Phood Farmacy kitchen

Operating costs are low

Multiple revenue channels for same product

EBITDA forecast to reach 18% (Conservative)

Broad Franchise opportunity

High growth sector

WE MAKE OUR CUSTOMERS FEEL BETTER WITH PHOOD!