



Pure Luck California

Pure Luck®

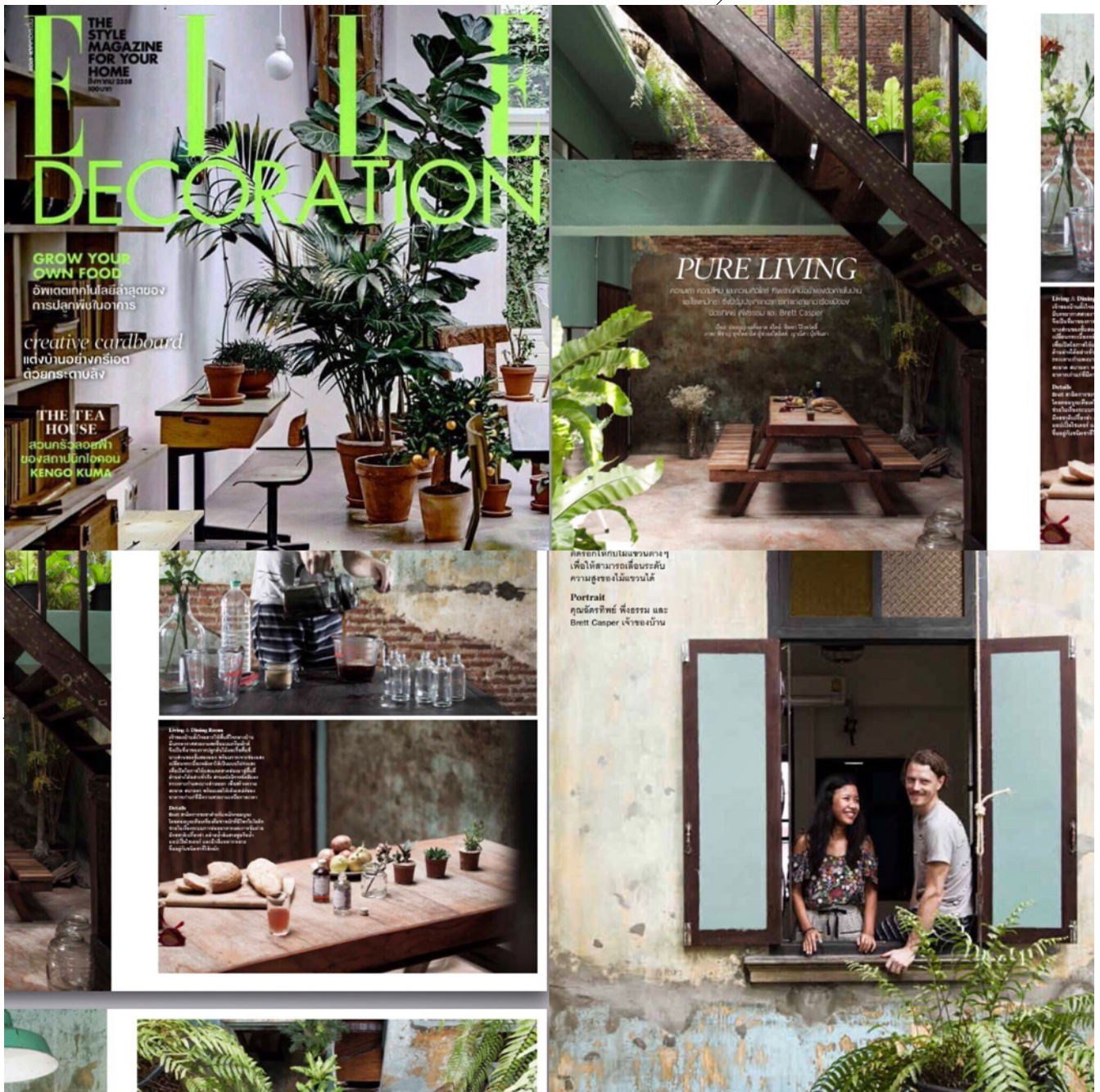
Past, Present, Future

Works In Progress

www.mypureluck.com
info@mypureluck.com

Pure Luck® Mood





content & images ©PureLuck 2016

Bangkok's first kombucha brewery is here—and it looks and tastes amazing

Nestled down near Chinatown, Pure Luck is a new player in the city's super-food movement.

BY CARL DIXON | FEB 24, 2015

Pure Luck®
Bangkok



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Pure Luck® Bangkok - looking down from the Sleeping Room window

Greenhouse Mixology Events Inspiration Destination

www.mypureluck.com

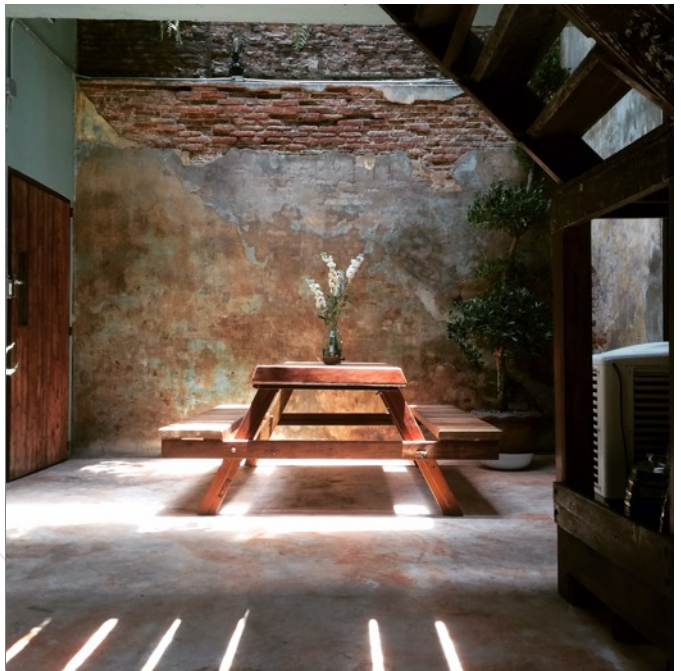
Pure Luck® Bangkok - A concept brewery and greenhouse - Thirty-five foot high skylights beam light onto a jungle-esq. environment with hanging plants hiding picnic tables, canopied by trees below. On the roof, vegetables grow from composted brewery waste.

Living Environments Clean The Air & Awaken The Spirit

The concept of Pure Luck® is to create symbiotic environments & systems. Put another way, to live, work, rest & eat - within a Virtuous Cycle.



Pure Luck® Bangkok



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Pure Luck® Lifestyle



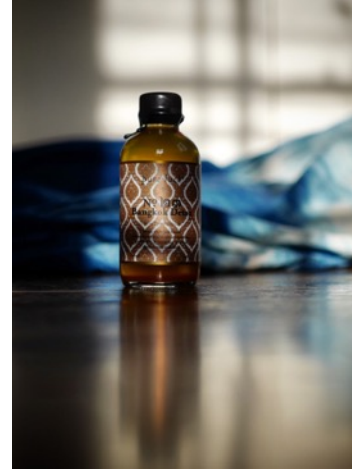
High Standards & Tradition
Artesian Sources & Artisan Technique

NY Sour Kombucha - Silver Jasmine, Golden Dragon, Green Dragon



Crafted With Intent

Pure Luck® Kombucha is a secret blend of award winning, certified organic teas brewed with artesian water & unadulterated good fortune. Each flavor, created with peak health benefits in mind.



Each Taste & Label, Unique Themselves

**Twenty-Two Flavors
Seasonal Limited Editions
Collaborations with Other Brands
= Options & Opportunities**

Always brewed by hand, fermented in glass, naturally carbonated, naturally caffeinated, non-GMO, gluten free

LOW SUGAR & NO ADDED JUICES or FLAVORS.

Healthy Gut, Happy Mind!™

www.mypureluck.com

Better Than Cola, Tropical Gold Limited Edition, Hibiscus Bordeaux, The Bangkok Detox & Himalayan Detox (made from honey)

content & images © PureLuck 2016



We have already...

- Proven our Concept in Asia & the USA
- Generated over a 100k+ in Revenue
- Are adding new clients every week
- Multi-market export demand

NEED WE SAY MORE...?



Brett Casper Lentine

- Pure Luck® Brand Founder, Est. 2010
President, CEO & Brewmaster
Co- Founder, Pure Luck® Bangkok
Co- Founder, Pure Luck® California
- 20 Years experience in Branding, Advertising, Fashion & Celebrity print/online image media production in USA, ASIA & EUROPE
 - 6 Years Managing Multi-million dollar Photo Studios, Art Galleries & Fine Artists
 - 3 years working with Brooklyn Brewery



Chatthip Phungtham

- Brand Ambassador
Chief Creative
Co- Founder, Pure Luck® Bangkok
Co- Founder, Pure Luck® California
- 15 Years Global Branding, Fashion, Design, Textiles, Production & Merchandising experience



Hana Kitchens/ Nicole Bermensolo

- CEO
A resource providing the means and the support and business advice to culinary entrepreneurs - a collective that has the tools and equipment to offer both apprentice and professional alike.



star players

AN EXPERT, EACH AND EVERY ONE,
10,000 HOURS AIN'T NOTHIN'



CHEF MICHAEL HU

Head genius. Inspired and intuitive Master's Master. Doesn't do appearances. Chef, just chef.

Michael is a world-renowned Pastry Chef. He honed his skills in such lauded positions as Head Pastry Chef for the Waldorf Astoria and other hotels as well as advisory roles for Nabisco and Hyatt.

With over 30 years of experience in cooking and serving the public, he discovered that he possessed a singular and remarkable talent as an advisor, consultant and mentor to those who were seeking to take new culinary products to market.

He is a master of recipe refinement, kitchen science, and conceptual visualization. And he is able to communicate this in a way that his audience can then harness for growth.

Michael has a keen intuition to recognize those entrepreneurs who possess the unique mix of talent and skill that can be sharpened for success.

Michael founded Hana Kitchens in 2007 and made it profitable in 2009. This concept was the proving-ground for what we now lovingly build and call the Kitchen Nation.



NICOLE BERMENSOLD

Investment banker, turned chef and restaurateur, turned visionary.

Nicole began her career at J.P. Morgan Chase & Co., managing an \$85B portfolio of short-term asset backed securities. She graduated magna cum laude from Georgetown University in Business Administration, Finance and International Business.

In a story that is not uncommon in today's cultural landscape, she became disillusioned with her "financial world" focus and wanted to pursue a career that was closer to her passion: food. She left a lucrative, rising position to open a restaurant in Hell's Kitchen and began what would become a successful line of vegan and gluten-free desserts; as well as authored a cookbook "Kyotofu: Uniquely Delicious Japanese Desserts."

During this process she formed a partnership with "Chef," and planted seeds for a greater narrative that would combine their talents. She has set out on a track that proves the inevitable genius of her initial career choice and brings everything full circle: Kitchen Nation and Kindustry.

PAM PATTERSON

Master of the message. Always thinking.

Founder of an award-winning, world-class ad agency and graphic design firm, 14-forty, Pam helps guide the vision of Kitchen Nation, Kindustry and all the Makers with fiscal responsibility and brand forward desirability.

After working at the agency Della Femina McNamee and as a senior copywriter for Ogilvy Mather in Los Angeles, Pam set out on her own to create a boutique agency. She has guided award-winning work for Canon, Technicolor, Heal the Bay, Motorola, Panavision, Kaiser Permanente, Bang & Olufsen, W Hotels, and a host of others over a long and successful career.

With a team of amazing creatives, her agency brings a branding know-how, technological proficiency, and seasoned experience to an arena that has leveraged shelf-presence to make the next trend in America touch you for over 22 years.



DAVID NIKZAD

Moneyman and synergistic unicorn trainer.

You might call David a perpetual beginner, backer of the most disruptive entrepreneurs. He is an investor in Betterment, the \$5B investment fund, an original investor in Y Combinator starting in 2009, and founder of Reinmkr Satsang. A rainmaker he is.

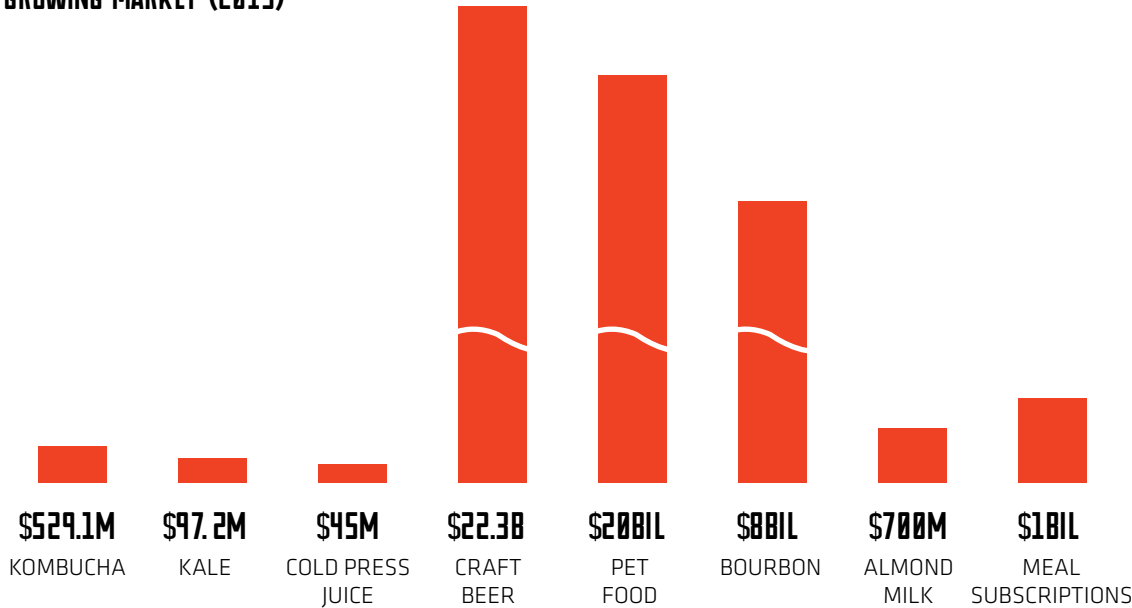
David has invested in start-up and emerging companies for the last fifteen years. With a keen eye for viability, profitability, and successful team building, he is known for recognizing companies that embody the bleeding-edge of success in time. You might say all of this entrepreneurship ultimately found its Nirvana in a sixth sense for venture capital.

David serves his true calling brilliantly by connecting great ideas with the potential for even more greatness through venture funding.

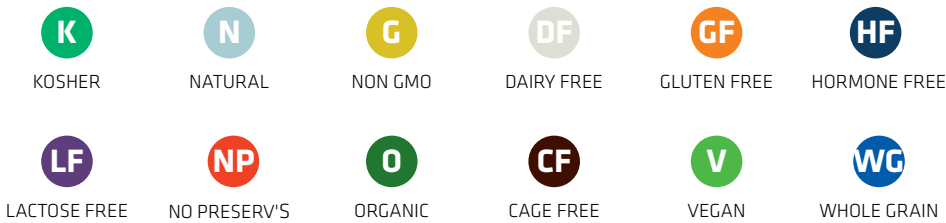


Food Tribes and Trends

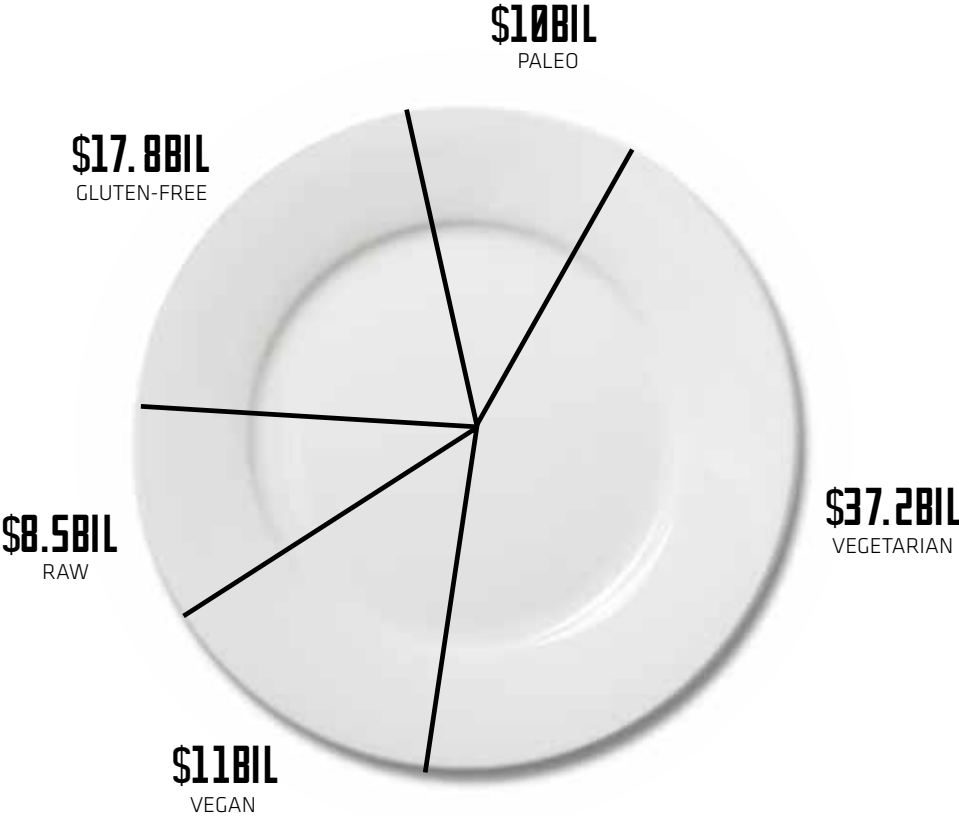
GROWING MARKET (2015)



GROWING VALUES



US FOOD TRIBE \$84.6BIL MARKET



M & A NEWS

“As consumers increasingly buy into the idea that their eating habits affect their health, dealmaking in the better-for-you food business is flourishing.”

“Authentic and natural-food businesses are the ones attracting buyers... Millennial consumers look for brands that resonate with their own values. They appreciate authenticity like no generation before them.”

“Strategic buyers are looking for authentic brands in the (healthy snack) spaces, and those authentic brands are getting built by the entrepreneurs out there. It’s hard to take an unhealthy brand and even reformulate it to make it healthy. It’s much easier for a large consumer products company to buy a healthy brand with healthy attributes than to create one.”

the big money of small batch

"The value of deals among North American packaged food companies this year is nearly \$67B"- BLOOMBERG



Annie's

Themes: Natural, Organic, Homegrown

- Founded in 1989
- 2013: \$204M revenue with 145 products in 35,000 locations
- 2014: Sold to General Mills for \$820M
- GM's organic brands (Casadian Farm and Muir Glen) generated \$330M in 2013

"This acquisition will significantly expand our presence in the U.S. Branded organic and natural foods industry, where sales have been growing at a 12 percent compound rate over the last 10 years. Annie's competes in a number of attractive food categories, with particular strength in convenient meals and snacks- two of General Mills' priority platforms." - JEFF HARMENING, GENERAL MILLS COO FOR US RETAIL



Krave Jerkeys

Themes: Healthy, Gourmet, Mass Premium

- 2009: Founded in Berkeley Launch Pad Class
- 2015: Sold to Hershey's for between \$200-300M

"Meat snacks is an estimated \$2.5 billion opportunity in the U.S., and a category that's growing at a double-digit pace."

- FORTUNE MAGAZINE



Justin's

Themes: Organic

- 2004: Founded in home garage
- 2013: Sold minority stake for \$47M
- 2016: Sold company to Hormel Foods for \$286M



Vega

Themes: Sustainable, Clean, Premium, Plant-based nutrition

- 2004: Founded in Vancouver
- 2015: Sold to White Wave Foods, makers of Silk for \$550M cash



Dave's Killer Bread

Themes: Vegan, Organic, Wholegrain

- 2005: Founded in Milwaukie, Oregon
- 2015: Sold to Flower Foods for \$275M



Applegate

Themes: Antibiotic/Hormone Free, Animal Welfare, GMO Free, the Cleaner Wiener, Natural and Organic Meats

- 1987: Bought bacon smokehouse, burned down
- 1988: Rebuilt in Bridgewater, New Jersey
- 2015: Sold to Hormel Foods for \$775M



Rudi's

Themes: Organic, Gluten Free, Kosher

- 2001: Became Rudi's Organic Bakery
- 2013: Rudi's generated \$60M in net sales
- 2014: Sold to Hain Celestial for \$61.3M



Garden Fresh Gourmet

Themes: Fresh, Small Batch

- 1998: Founded in Ferndale, Michigan
- 2015: Sold to Campbell Soup Company for \$231M