

# LUVO FACT SHEET



## LUVO LEADERS



**Christine Day**  
Chief Executive Officer



**Samantha Cassetty, M.S., R.D.**  
Vice President of Nutrition

## CORPORATE OVERVIEW

Luvo is a forward-thinking food company creating the next generation of frozen food, with a focus on great taste, convenience and most importantly, nutrition.

- > We offer consumers chef-created, nutritionist-approved meals made from high quality ingredients that are affordable and convenient.
- > We are all about nutrition. From full servings of fruits and vegetables to nourishing whole grains and lean proteins, we put the best real ingredients into everything we make – so you can feel and perform better in every aspect of life.
- > We are disrupting the frozen food and CPG industry by introducing Frozen Food 3.0 – great tasting, nutritious frozen meals with full servings of fruits and vegetables. Frozen Food 3.0 is the next generation in the evolution of the frozen food industry, going beyond the convenient and processed products that first defined the earliest generations (Frozen 1.0) and the niche, diet focused frozen meals made with unnatural ingredients that have more recently dominated the freezer aisle (Frozen 2.0). We're providing simple solutions that meet people's lifestyle needs, so they never have to sacrifice convenience for health or taste. We call it, food for the greater good.
- > We are sparking a change in the way consumers eat and think about frozen food, with nutrition standards that set us apart and drive new shoppers into the category; and a unique commitment to nutrition education, with ambassadors and community partnerships that help spread awareness and promote a nutrition-fueled lifestyle.

## SOCIAL CHANNELS

- > Website: [www.LuvoInc.com](http://www.LuvoInc.com)
- > Twitter: @LuvoInc
- > Facebook: [Facebook.com/LuvoInc](https://www.facebook.com/LuvoInc)
- > Pinterest: [Pinterest.com/LuvoInc](https://www.pinterest.com/LuvoInc)
- > Instagram: @LuvoInc
- > YouTube: Luvo Inc.

## MEDIA CONTACTS

ICR: [LuvoPR@icrinc.com](mailto:LuvoPR@icrinc.com)  
Luvo: [media@luvoinc.com](mailto:media@luvoinc.com)

## LUVO'S FOCUS ON NUTRITION

- > Every one of Luvo's chef-created, nutritionist-approved meals promises one (or more) servings of fruits and vegetables, with an emphasis on whole grains and portioned amounts of lean proteins.
- > Our delicious, globally inspired menu uses herbs and spices instead of extra sodium, sugar, artificial colors, flavors and sweeteners.
- > Luvo meals have less than 500 calories and 500 mg of sodium, and are responsible with added sugars.
- > We use the freshest ingredients to create a variety of meals that are cooked in small batches, flash frozen, and heated in our paper pouch using our patented "Steamazing technology."
- > We offer a full range of 20+ entrees in global flavors, including gluten-free and vegetarian options, with an average price point of \$6.00 USD.



## BRAND AMBASSADORS

Luvo's health-conscious, influential brand ambassadors have a unique and defining partnership as investors in the Company, because they believe in Luvo's mission to make it easy for people to eat nutritious meals that taste amazing every day.

### Derek Jeter, Luvo Brand Development Officer

- > 14-time Major League Baseball (MLB) All-Star, Five-time World Series Champion, World Series MVP, Entrepreneur, Founder of the Turn 2 Foundation

### Russell Wilson, Brand Ambassador

- > Super Bowl Champion, two-time Pro Bowl Quarterback and the 2012 Rookie of the Year

### Natalie Coughlin, Brand Ambassador

- > 12-time Olympic & 20-time World Championship Medalist swimmer, tied as the most decorated American female athlete of all time, American record holder



## PARTNERS



Luvo and Delta Airlines share the belief that nutritious food options should be available to consumers, no matter where they are going or what they are doing. That's why we teamed up with Delta Airlines in 2013 to offer food consumers can feel good about eating at 35,000 feet and continue to offer new fresh wraps & snacks to millions of travelers in the air.

PROUD SPONSOR  
& THE OFFICIAL FROZEN ENTRÉE  
OF THE NEW YORK YANKEES



Luvo is proud to be a partner and official frozen food of the New York Yankees since 2014. During the 2016 season, fans will be able to find fresh Luvo wraps in Yankee Stadium's DKNY and Ketel One Lounges, as well as featured menu items during select games in the Legends Suite Club.

## GIVING BACK



WhyHunger

Luvo is working with several inspiring organizations to improve access to high-quality nutrition and nutrition education across the country. A few of our partners include WhyHunger, Hopelink, A Sense of Home (ASOH), and The San Francisco and Marin Food Bank. To learn more please visit: [luvoinc.com/our-story/practices/giving-back/](http://luvoinc.com/our-story/practices/giving-back/)

## WHERE TO FIND LUVO

- > Luvo offers a wide range of globally inspired entrees and burritos at major retailers throughout the nation. In Canada, consumers can find Luvo in British Columbia, and we will be expanding nationwide in 2016. Luvo is also available online at [FreshDirect.com](http://FreshDirect.com) and [Amazon.com](http://Amazon.com).
- > For more information on where to buy Luvo in your local area please visit: <http://luvoinc.com/where-to-buy/>

## AWARDS & ACCOLADES:

- > Stevie Awards For Women in Business's 2015 – Innovator of the Year and Female Executive of the Year in Canada
- > Progressive Grocers' 2015 Editor Pick's Award (Luvo Red Wine Braised Beef & Polenta)
- > Prevention's 2014, 2015, & 2016 Cleanest Packaged Food Awards
- > Fast Company's 50 Most Innovative Companies and Most Creative People (Luvo & Christine Day)
- > SHAPE Magazine's Healthiest Packaged Meals You Can Buy at the Grocery Store (Luvo Turkey Vegetable Lasagna)
- > Men's Health Best 125 Foods for Men (Best Vegetarian Entrée in the Frozen Foods Category)
- > Women's Health Healthy Eating Supermarket Stars (50 Healthiest, Tastiest Packaged Foods)
- > Good Housekeeping's 2015 Best of the Test No cook healthy breakfasts
- > SupermarketGuru's Phil Lempert's Pick of the Week: Roasted Vegetable Lasagna
- > Natural Products Expo 2014 Best of the West Award
- > Grocery HQ Magazine Wellness Trailblazer Award