

LUVO FACT SHEET



LUVVO 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
- > Twitter: [@LuvoInc](https://twitter.com/LuvoInc)
- > Facebook: facebook.com/luvoinc
- > Pinterest: pinterest.com/luvoinc

MEDIA CONTACTS

- ICR: LuvoPR@icrinc.com
- Luvo: media@luvoinc.com

LUVVO'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 or convenient paperboard bowls.
- > We offer a full range of 20+ entrees in global flavors, including gluten-free, vegan 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

Jennifer Heil, Brand Ambassador

- > Olympic gold and silver medalist, four-time World Champion, five-time World Cup champion, most successful skier in Canadian history



LUVO AND DELTA AIRLINES



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.

GIVING BACK



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 here.](#)

WHERE TO FIND LUVO

- > Luvo offers a wide range of globally inspired Bowls, Planted™ Power Bowls and Steam in Pouch™ Meals at major retailers throughout the US and Canada. Luvo is also available online at Amazon.com, Peapod.com and Instacart.com.
- > For more information on where to buy Luvo in your local area please [visit here.](#)