



Presentation To City Commission and PIRC

February 2018



We're On a Mission

*To help people thrive through
plant-powered nourishment that is
always **FREE FROM** common food allergens.*

We care deeply about creating nourishing, great tasting foods that are completely safe for those who must live a life **FREE FROM** one or more food allergens, as well as those who choose to eat **FREE FROM** simply because.





Named "World's Best Veggie Burger" by customers, Hilary's **flagship product starts being distributed** in local Lawrence, Kansas retailers.



Whole Foods Market **launches World's Best Veggie Burger & Adzuki Bean Burger** nationally. They quickly become best-sellers, and shake up a once stale veggie burger category.








Hilary's Eat Well becomes a **certified B Corporation**, continues to expand veggie burger product line, and **launches shelf-stable salad dressings** nationally.



HILARY'S
Eating well made easy

Rebranded, simplified, and solidified position in the market as a free-from, clean label, organic food brand. **Transitioned to new packaging**, launched new website and deployed a content marketing strategy.

2005	2010	2011	2012	2013	2014	2015	2015-16	2016
<p>Founder Hilary Brown developed original recipes at Local Burger restaurant in Lawrence, Kansas.</p> 	<p>The original Hilary's Eat Well brand was created. Friends and family came in as the first investors to support the growth of the company.</p> 		<p>Expanded national distribution in the Natural market. Purchased new office & allergen-free production facility with streamlined production equipment. Installed 90 solar panels.</p> 		<p>Hilary's Eat Well became and remains the #1 selling veggie burger brand in Natural channel according to SPINS.</p> 		<p>Launched 13 new products including 4 Veggie Bites, 3 Veggie burgers flavors, 4 new dressings, and 2 Veggie Sausages.</p> 	

A Force for Good

As a certified B Corporation, we strive to make beneficial social and environmental change through our products and business practices.

- Hilary's is enrolled in the B Corp Inclusion challenge and chose metrics to help us improve the lives of our workers and those apart of our supply chain
- We are proud to be a second chance employer, hiring people who have been previously incarcerated, struggled with addictions, illiteracy or homelessness.
- Hilary's provides monthly education sessions providing tools & training to be successful in the workplace
- Education topics include communication skills, goal setting, self-care, and financial health, as well as workplace topics such as safety and quality assurance.

What makes us a better company?

B Impact Report

Certified since: February 2014

Summary:	Company Score	Median Score*
Environment	25	7
Workers	15	18
Customers	N/A	N/A
Community	38	17
Governance	10	6
Overall B Score	89	55

80 out of 200 is eligible for certification

*Of all businesses that have completed the **B Impact Assessment**

*Median scores will not add up to overall



Hilary's Facility Expansion and Consolidation

Current Situation:

- Certified allergen-free manufacturing facility at 2205 Haskell Ave.
- Frozen storage (for ingredients and product inventory) in 3 locations – 2 outside of Lawrence and Douglas County
- Logistics handled by a third-party located in Edwardsville, KS.
- Quite simply, we are busting at the seams!

Expansion and Consolidation Plan:

- Expand manufacturing capacity in current plant
- Consolidate storage and logistics operations into a facility at 2151 Haskell Ave, bringing it all in-house
- Purchase new equipment to improve manufacturing capabilities and improve margins.



Hilary's Facility Expansion and Consolidation

Benefits:

- Total expected costs of project and new equipment = ~\$1.5 million
- 12 – 14 new jobs expected by the end of three years
- Keeping manufacturing plant in Lawrence retains ~40 existing jobs
- Interior construction work to create warehouse and build freezer will be completed by a Lawrence firm
- New warehouse for storage and distribution bring new business and jobs to Lawrence

Funding Request:

- Hilary's received a capital infusion from new investors that funds a significant portion of the project
- Unfunded project costs are as follows –

Professional Services	\$9,500
Employee Training	\$18,200
Moving Expense	\$2,500
Total Unfunded Expenses	\$30,200



Thank You!