

EXAMPLE PITCH ONLY

# Best Desserts Pty Limited



---

July 2018



# The Opportunity

There is a market “gap” below the Nestle, Streets and Cadbury heavyweights.

The “gap” encompasses food service, institutional and scoop outlets.

This market segment is currently serviced by a fragmented industry, leading to a solid “roll-up” strategy for Best Desserts.

By filling this gap, significant opportunities will follow.

# The Opportunity

- Manufacturing based in Regional NSW, Australia is the world's lowest cost dairy producer;
- Business in a niche where multinationals do not play;
- Business has strong foundation;
- Under developed business with growth opportunities by expanding nationally, strategically managing the brands, and moving into new distribution channels.

# Company Background

- Founded in 1992 by John Best.
- Manufacturer & Distributor of ice cream and frozen desserts for the food services industry.
- Distribution of major brands.
- Food services is focused on restaurants, cafes, fast food outlets and hotels, excluding supermarkets and stick ice cream markets.
- Profitability is built on very solid base of integrity, customer service and quality in everything we do.

# Best Desserts Advantage

Outstanding  
Telesales  
&  
Broad Customer  
Base

Outstanding  
Infrastructure

Annual  
Inventory Turnover  
14.3 times

Strong Local Brand  
&  
Leading Market  
Share

Average  
Accounts Receivable  
Collection  
14 days

Quality Product  
&  
Superior  
Distribution

Experienced  
Management Team

**Export  
Potential**

# Market Niche

- Multinationals are minor players in food service and can't compete with Best Desserts on quality, service, range & price
- Nationally, in food service, there are no large competitors or competitors with comparable product quality to Best Desserts
- Australian ice cream target market : \$1.5 billion

| Segment                 | \$AUS billion   | % of Total  |
|-------------------------|-----------------|-------------|
| Food services           | \$ 0.560        | 37%         |
| Impulse stick ice cream | \$ 0.500        | 33%         |
| Supermarket take-home   | \$ 0.314        | 21%         |
| Supermarket multi-pack  | \$ 0.126        | 8%          |
| Supermarket desserts    | \$ 0.016        | 1%          |
| <b>Total</b>            | <b>\$ 1.516</b> | <b>100%</b> |

# Products & Services

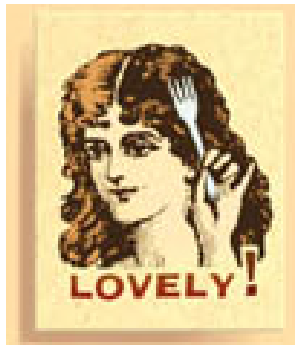
- Manufacture premium ice cream, sorbets and gelati for scoop outlets and food service
- Manufacture Best Desserts branded sorbet and gelati for grocery stores
- Manufacture single-serve dessert portions for restaurants and retail
- Co-packing premium ice cream and sorbets

# New Client Acquisitions



## Village Roadshow

- Guaranteed minimum sales \$0.750m
- Short term potential sales \$1.1m
- Medium term potential sales \$2.25m
- 5 year term contract



## Colombo (Australia's #1 healthy dessert)

- \$1.4m sales
- To commence in September 2002

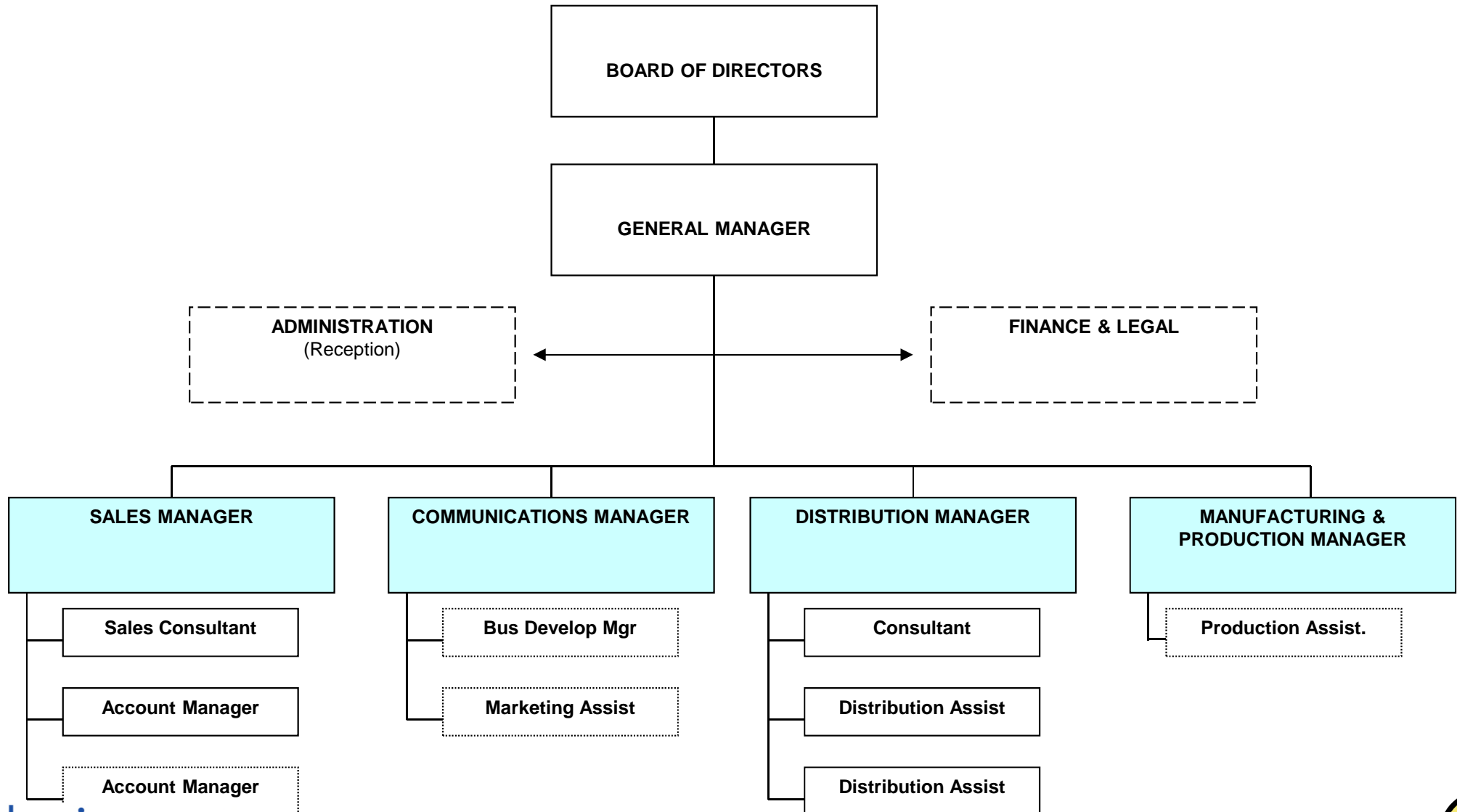


## Bulla stick lines

- #1 in grocery stick lines with strong advertising support



# Organisation Chart



# Management

## **John Best - Managing Director - MBA in Sydney (AGSM)**

- Formerly - CEO of AFD, Sales Manager of Peters Ice Cream & Uncle Toby's
- Experience - international & Aust. finance, marketing & general management - and Total Quality Management qualifications

## **Charles Russell - Business Adviser**

- Original Founder and excellent ambassador to the MD & Board of Directors

## **Ted Harvey - Chief Financial Officer**

- Outstanding management accounting skills with expertise in capital raising

## **Anne Shields - Sales Manager**

- 20 yrs experience in the grocery industry with outstanding national contacts

## **Susan Jones - Customer Service & Administration**

- Drives the passion for superior customer service with outstanding systems management skills

# Financial Highlights

|              | 2012         | 2013         | 2014         | 2015         | 2016         | 2017         |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Turnover     | \$ 1,245,873 | \$ 1,487,540 | \$ 1,780,564 | \$ 2,254,112 | \$ 2,607,060 | \$ 4,281,549 |
| Gross Profit | \$ 521,458   | \$ 624,870   | \$ 801,478   | \$ 962,478   | \$ 1,256,980 | \$ 1,785,421 |
| GP%          | 41.85%       | 42.01%       | 45.01%       | 42.70%       | 48.21%       | 41.70%       |
| EBIT         | \$ 212,424   | \$ 324,587   | \$ 462,487   | \$ 549,810   | \$ 774,241   | \$ 1,143,896 |






# Milestones

| Milestones  | Planned Date | Funding         | Budget     |
|---|--------------|-----------------|------------|
| Strategic Planning  | August-02    | Working Capital | \$ 10,000  |
| Launch into grocery and route with repackaging retail range | November-02  | Working Capital | \$ 30,000  |
| Acquisition in Sydney                                       | February-03  | Investor/VC     | \$ 400,000 |
| Expand operations in NSW Regions                            | April-03     | Investor/VC     | \$ 120,000 |
| Expand distribution to overseas markets                     | June-03      | Investor/VC     | \$ 350,000 |
| Operations Funding  | June-03      | Investor/VC     | \$ 250,000 |

# Investment Opportunity

- Seeking a minimum of \$200,000 angel funding for approx 25% equity and a position on the Board
- Excellent short-term ROI prior to VC funding
- Develop national and export growth opportunities
- Assist the company with strategic planning
- Exit Strategy within 3-5 years:
  - Trade Sale to a major

# Summary

-  BD has a strong foundation
-  BD move to new facilities will take the organisation to the next level
-  Choc Tops will add substantially to BD's shareholder value
-  We are seeking minimum \$200,000 equity
-  Minority shareholder interests are protected

