

OREGON ANGEL FOOD 2020



A Premier PNW Food+Beverage Investment Event
Presented by Oregon Entrepreneurs Network

SEPTEMBER 18th, 2020

WE ARE OREGON AF

29 KETTLE CONFECTIONERY | 1927 S'MORES | A BORING LIFE
AHARA RASA GHEE | ALTER EGO CIDER | AMERICAN SOUL BROTHERS
ANANDA KITCHEN | BACK TO BROTH | BEASTY SNACKS
BIGGER BITES FOODS | BLONDY'S BAKED GOODS | BOBBIE'S BOAT SAUCE
BONLUX | BOZORTH BEVERAGES | BRIGHTLY BOTANICALS | BULL IN CHINA
CHARCUTERIE ME | COCACAO | COPA BEV CO | ELENI'S KITCHEN
EPIC ELIXIRS | EXILIOR | FARM PUNK SALADS | FOR BITTER FOR WORSE
FRUITION FRUIT COMPANY | GOCINCO | GOODWOLF WATER KEFIR
GREAT LIFE BY LUCINDA | HEY BABE | HIBISBLOOM | HIGHFIVE BULGOGI
HOWL AT THE SPOON | JÖR BAR | LA COMELONA SALSAS | LA FAMILIA CIDER
LOCALICIOUS EUGENE | MANNY'S CHOICE FLOUR | MINDFUL PROTEINS
MOTHER CULTURE JUN | MUNDUS FOODS | NUFLOURS | ONE LOVE CELLARS
ONE STRIPE CHAI CO. | OOMPH | OREGON DULSE | ORIGIN NUTS
PORTLAND SYRUPS | QUEEN OF HEARTS SUPERFOODS | RECIPE 33 | SIBEIHO
SNACKFU · TAKE TWO FOODS | THE BARRELED BEE | THE BITTER HOUSEWIFE
THE CRACKER KING | THRIVE SAUCE CO | TMK CREAMERY | WOPPA!

WELCOME!

THANK GOODNESS FOR FOOD, especially in a year like this one. Food connects us, comforts us, gives us strength, grounds our traditions, and offers hope. Oregon Angel Food Makers—nearly 60 of them this year—are channeling their hopes for independence, community, wellness, quality, and joy through their products and right into your belly!

We're proud to support them, and excited for you to meet them.

"We" are a growing cast of characters dedicated to helping season the delicious food + beverage sector in the Pacific Northwest. Industry professionals, angel investors, community advocates, and passionate volunteers, working alongside the Makers themselves. We all come together inspired by a shared vision captured in our manifesto: We are craft. We are local. We care about each other. We stand together in the kitchen, and in the street.

*On behalf of this crew, I want to thank our generous sponsors. **L2M Brands, Tonkon Torp, Market of Choice**, and many others who not only underwrote the program, but gave so liberally of their team's time and expertise we could literally never repay them. The same is true of extensive gifts of time and talent from **Bob Smith Design, A. Wordsmith, Prosparus, Lucky Day, Oregon Venture Fund, and Turrell Group**, among many others. Heartfelt thanks to all of you.*

We have a big vision for Angel Food, and are dedicated to cultivating relationships that will evolve and refresh that vision, and grow our investment in local founders, every year. Loafy, our new multi-grain, locally sourced mascot will lead the parade! We hope you'll join us.

As the manifesto says, we come together to make it all real. To invest in each other, and ourselves. We know what we make won't save the world, and believe it's the only thing that will.

Cheers, Amanda



HOW TO “HOP-IN”

**Log in by 2:00PM on FRIDAY, SEPTEMBER 18th at
www.weareoregonaf.com**

Thanks to a global pandemic, #OregonAF2020 is happening on a new virtual event platform called Hopin. Cheer on the OregonAF Makers, compare tasting notes with other participants, and vote for the Taster's Champ at the end of the day, all online!

There's nothing to download, just grab your Taster's Ticket bags (but don't open them yet!) and go to www.weareoregonaf.com on Friday by 2pm.

Click the link to enter Hopin.

Here's A Quick Tutorial To Help You Find Your Way Around:

- Once you enter the OregonAF “Reception” all of Hopin's navigation will be down the left side of your screen. We'll be mostly using the “Main Stage” and the “Expo”, and then you can join some fun afterparties using “Sessions”.
- The company pitches will all be on the Main Stage. The OregonAF Makers will be presenting LIVE, so cheer them on in the chat or with the #OregonAF hashtag on social media.
- Before the show gets rolling, check out the Expo – this is a virtual Marketplace and every OregonAF Maker has a booth. See the products, watch their videos, get connected!
- After the mainstage show you'll be invited to join virtual afterparties using Sessions. (There will be a short intermission so you can fix yourself a beverage).
- For tech support during the show, please email info@oen.org.

Explore and have fun!



SCHEDULE

FRIDAY, SEPTEMBER 18TH, 2020

Get your Taster's Ticket bag, put on your Loafy t-shirt, and login from www.weareoregonaf.com!

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- **Peruse the Expo**
- **Join the Main Stage**
- **Welcome!**
- **Crack Open Taster's Ticket Goodie Bags Together**
- **Showcase Company Pitches**
- **Investment Candidate Pitches**
- **Taster's Champ Vote!**
- **Loafy Trophies & \$200,000 Investment Announcement!**
- **After-Party Sessions**

TASTE AS WE GO!



Your bag is full of samples from OregonAF Makers.

Products, flavors and varieties may vary!

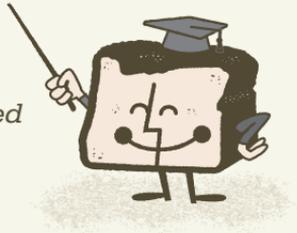
Try something new and check them out in the Expo.



AVAILABLE BY SAFE, CONTACTLESS PICKUP

EDUCATIONAL SESSIONS

OregonAF Makers & Investors participated in a top-notch educational and coaching program over the summer.



JULY 14TH: PRODUCT

Justin Laabs, *Tillamook Research & Development*

Sarah Masoni, *Food Innovation Center*

Hannah Kullberg, *Getting Your Recipe to Market*

JULY 21ST: MARKET

Martin McClanan, *L2M Brands*

Jesse Lyon & Ali Condra, *Davis Wright Tremaine*

Lori Hunter, *New Seasons Market*

Junea Rocha, *Brazi Bites*

Michelle Fox, *SPINS*

JULY 28TH: OPERATIONS

Pat McCauley, *Bridgewell Agribusiness*

Parna Mehrbani, *Tonkon Torp*

Chris Bailey, *Portland Mercado*

AUGUST 4TH: SCALE

John Boyle, *Market of Choice*

Jon Maroney, *Oregon Venture Fund*

Shannon Hiller Webb, *Prosparus*

THANK

L2M

brand accelerator

T TONKON
TORP

MORKET
OF
CHOICE


Tillamook®

 PERKINS & CO
Let's get there

Columbia
 Bank

 Davis Wright
Tremaine LLP

NEW SEASONS
MARKET

PROVA

THE EXPERT IN
SWEET BROWN
FLAVORINGS
SINCE 1946


ALEXANDER
Connections


CRAFT

VertueLab
Green Technologies for Good

YOU!!



A. Wordsmith

bobsmith.design

DocuMart

Ecotrust Events

Eugene's Table

Food Innovation Center

Foolproof

SBDC

Lucky Day

New Seasons Market

Portland Mercado

Prosparus

Erik Wallin Photography

SOMOS OREGON AF

SOMOS ARTESANALES. SOMOS LOCALES. NOS PREOCUPAMOS EL UNO POR EL OTRO. NOS ENCONTRAMOS HOMBRO CON HOMBRO EN LA COCINA Y EN LA CALLE. HACEMOS. COMIDA. BEBIDAS. ARTE. SABOR. NEGOCIO. ERRORES. AMIGOS.

NOS TOMAMOS EN SERIO LO QUE HACEMOS Y NOS REÍMOS. SABEMOS QUE VIVIMOS EN UNO DE LOS LUGARES MÁS BELLOS DEL MUNDO, CON LOS MEJORES INGREDIENTES. NOS RECORDAMOS A NOSOTROS MISMOS QUE NO DEBEMOS DAR NADA POR SENTADO.

SABEMOS QUE LO QUE HACEMOS NO SALVARÁ AL MUNDO, Y CREEMOS QUE ES LO ÚNICO QUE LO HARÁ.

NOS UNIMOS PARA HACER QUE TODO SEA REAL. INVERTIR EL UNO EN EL OTRO Y EN NOSOTROS MISMOS. PARA CONSTRUIR RIQUEZA, SEGURIDAD, COMUNIDAD, INDEPENDENCIA, ALEGRÍA, FORTALEZA, DELICIA, UNA HISTORIA COMPARTIDA Y UN FUTURO MÁS BRILLANTE.

SOMOS OREGON ANGEL FOOD.





tender table

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We're excited to introduce you to our community partner, Tender Table. Learn more at tendertable.com.

Tender Table is a collective of people of color who take up space, empower one another, and start important conversations. Tender Table began in 2017 as a monthly storytelling series examining food, identity, and community and has since grown into a resource that facilitates relationships and works to nurture and uplift Black, Indigenous, and people of color (BIPOC) in Portland, OR. Events are executed by and specifically for women, trans, and nonbinary folks who are BIPOC, and include food forward storytelling gatherings, as well as workshops and field trips. Tender Table provides a platform for individuals' stories and experiences to be uplifted, highlighted, and centered — it is a space to come together to network, build relationships and community — and it's always evolving.

VOTE FOR THE TASTER'S CHAMP!



All 10 Makers presenting in the finale— both showcase companies and investment candidates—are eligible for YOUR VOTE as the Taster's Champ! Cast your vote using the poll at the end of the show.

SHOWCASE COMPANIES

Representing the Richness and Breadth of
Pacific Northwest Food + Beverage

.....

HIGH FIVE BULGOGI

ELENI'S KITCHEN

JÖR BAR

WOPPA!





YOUR BUSINESS JOURNEY BEGINS HERE!

A committed supporter of our regional food economy, we applaud the courage and creativity of local food and beverage makers. Your vision, hard work and dedication to your craft encourages us to be better, more driven, more like you. We are honored to work with so many local makers to bring new flavors to our shelves. People across Oregon can't wait to taste what you create next!



marketofchoice.com

MARKET OF CHOICE®

ASHLAND | BEND | CORVALLIS | EUGENE | PORTLAND | WEST LINN



HIGH-FIVE BULGOGI

Jin Han, Wilsonville, OR

Delicious, Authentic, and Healthy Korean BBQ Sauce

The first made-in USA, keto-friendly, gluten-free, sugar-free, corn syrup-free, MSG-free, dairy-free Korean BBQ sauce with a great taste!

TASTING NOTES

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• ETHIOPIAN FOOD •



ELENI'S KITCHEN

Eleni Woldeyes, Hillsboro, OR

Sauces with a perfect blend of spices.

Delicious Ethiopian base sauce for making stews and stir-frys.

TASTING NOTES

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SNAG YOUR SWAG!



www.weareoregonaf.com



JÖR BAR

Judy Goodman, Joseph, OR

JÖR BAR: Fuel JÖR Adventure!

Artisan chocolate energy bars and rations. Winner of 2019 Good Food Award. 2020 Good Food Award finalist. Handmade. Small batch. Artisan. Gluten-free.

TASTING NOTES



WOPPA!



WOPPA!

German Ochoa, Happy Valley, OR

Cookie sandwich with layer of milk caramel covered in chocolate sauce.

Woppa! is a brand that will focus on producing “Alfajores”, a well-known Hispanic dessert. Our new formula provides a healthier alternative with artisan ingredients. Our vision to open the first scalable Alfajores facility will help us fulfill the market size and fight hunger in the communities where our products will be served.

TASTING NOTES

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**SHOW ME
THE
MONEY!**



ANGEL INVESTMENT

Who will be the next Stumptown, Olympia Provisions or Salt & Straw? Launching drool-worthy brands out of the Pacific Northwest will take all kinds of support and resources, much of it financial.

A key objective of Oregon Angel Food is to help cultivate a pipeline of angel investors who understand and love the Food + Beverage sector. This year nearly 30 individual accredited investors bought one or two \$5,000 “units” in the pooled investment fund. Many of them attended the educational program right alongside the OregonAF Makers, and served on due diligence teams to get to know the companies well.

After asking questions, tasting product, mystery-shopping, reviewing financials, hashing out details, and deliberating together, the investors voted to decide which company to invest in. Their decision will be revealed at the end of the show!

Enormous thanks to volunteer investment director, Stew Yaguda, Ricardo Lopez from Business Oregon and the Oregon Growth Fund, Jon Maroney from OVF, and all of the due diligence captains and investors.

Tonkon Torp salutes the spirit of innovation

Don't let what you can't do stop you from doing what you can.

— JOHN WOODEN



T TONKON
TORP

503.221.1440

tonkon.com

Our Entrepreneurial Services Group
helps food & beverage startups
set the table for success.

INVESTMENT CANDIDATES

Vying For The \$200K+ Angel Investment

.....

AMERICAN SOUL BROS

FOR BITTER FOR WORSE

GREAT LIFE BY LUCINDA

GOODWOLF FEEDING CO.

TAKE TWO FOODS

THE CRACKER KING





AMERICAN SOUL BROTHERS

Omar White & Kevin Shirley, Vancouver, WA
Heart & Soul in Every Bottle™

ASB is a veteran/certified minority-owned business creating and selling down-home BBQ sauces and spreads. We use quality ingredients that are gluten-free, sodium-free/low sodium, fat-free/low-fat, and contain no high fructose corn syrup. We believe eating well should be affordable, and we believe in giving back to our community in profit and spirit.

TASTING NOTES

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FOR BITTER FOR WORSE

Shelley Elkovich & Jeff Heglie, Portland, OR

Complex cocktails made with love, not alcohol.

Inspired by their long, sparky marriage and love of community celebration, Shelley and Jeff created the nation's first distilled ready-to-enjoy nonalcoholic cocktails. Herbaceous, even bracing, these are not weak, sweet “mocktails”, but a complete cocktail experience, minus the hangover.

TASTING NOTES

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GREAT LIFE BY LUCINDA

Lucinda Whitacre, Depoe Bay, OROR

Plant-based, vegan, veggie burger mix.

A delicious, shelf-stable, plant-based meat alternative that is made with only real food ingredients.

TASTING NOTES



L2M

brand accelerator

Investment Partners for Food & Beverage Entrepreneurs to accelerate growth and profitability

Dear Angel Food Community,

Congratulations to the amazing entrepreneurs, mentors, OEN and investor community for coming together to invest both their time and money in building a vibrant community to build sustainable food and beverage companies in our region. We are proud to support such a worthy cause!

Pat McCauley
Chief Executive Officer

Martin McClanan
Managing Director

{ Our Philosophy }

- Better Food Should Not Be a Luxury
 - Ingredients are an Asset
 - Entrepreneurs need to get out of the kitchen to be successful
 - A Company's "Why" Matters



I am so grateful to have found L2M to help navigate the CPG world! Now Other Foods is ready to scale, which we all know is what it's all about.

— Phoebe Smith Buls
Owner & Founder, Other Foods

info@l2mbrands.com • l2mbrands.com

GOODWOLF WATER KEFIR



GOODWOLF FEEDING CO.

Keenan Smith, Portland, OR

Feed your Goodwolf!

Goodwolf Water Kefir is an organic, sparkling and probiotic drink, that feeds the good inside!

TASTING NOTES





TAKE TWO FOODS

Sarah Poole & Matt Olsofsky, Portland, OR

Complex cocktails made with love, not alcohol.

Take Two is a plant-based milk company creating second chances for our health and the planet. We use Rejuvenated Barley—a powerhouse, nutrient-rich, plant-based protein source made from upcycled spent grain from beer production—to craft our Barley-milk. Our mission is to help catalyze the shift to a sustainable food system and create a plant-rich future.

TASTING NOTES

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THE CRACKER KING

Sarah Poole & Matt Olsofsky, Portland, OR
Peace, Love & Crackers!

The tastiest gluten-free crackers on planet earth!

TASTING NOTES



We're paying the bill. They're paying it forward.

Through the Pass It On Project, we're paying the bill so small businesses can provide their services to those in need.

Pass It On Project

by Columbia Bank



Valley Dental Works
Happy Valley, OR



Naveen's Bayside Market and Deli
Tillamook, OR

Recipe for Success

YOU: A leading-edge food, beverage, or agricultural business aspiring to deliver better customer experiences and better stewardship.

DWT: Lawyers with an uncommon commitment to your business goals, who thrive on small projects done well and who lead transformational projects.



[DWT.COM/FOODBEV](https://www.dwt.com/foodbev)

Anchorage | Bellevue | Los Angeles | New York
Portland | San Francisco | Seattle | Washington, D.C.

 Davis Wright
Tremaine LLP

SUPER SUITS YOU.

You launched fearlessly into a new venture, believing, to your core, anything is possible.

We join you in this bold effort, bringing the best of our superpowers to help you navigate the obstacles along the way.



Jenna Stathopolous

Foolproof

 @foolproofpdx

THE FOMO

.....

7 Thai Lime Leaves

3 oz **Hibisbloom Cavally Mint**

3 oz **Good Wolf Ginger Lime Water Kefir**

½ oz ginger syrup (Som brand or Ginger People)

½ lime juice

Pinch of aalt

- Add **Hibisbloom Cavally Mint**, Thai lime leaves to cocktail shaker—give them a rip and roll first—pinch of salt, ginger syrup, and a few ice cubes. Shake vigorously for one minute.
- Strain contents into small rocks glass over large cube of ice.
- Add **Good Wolf Ginger Lime Water Kefir**.
- Garnish with Thai lime leaves and edible flowers!

Jessica Braasch

Scotch Lodge Mixologist

 @spritzinpdx

THE OREGON AFIZZ

.....

1½ oz **Freeland Gin**

1 oz **Portland Syrups Marionberry Syrup**

½ oz lemon juice

2 dashes **Bitter Housewife Orange Bitters**

- Shake **Freeland Gin**, **Portland Syrups Marionberry Syrup**, lemon juice and **Bitter Housewife Orange Bitters** and ice, then pour over ice in a tall Collins glass.
- Top with 1 part soda water and 1 part **Goodwolf Ginger Lemon Water Kefir**
- Garnish with a lemon slice and an edible flower!



LOAFY TROPHIES



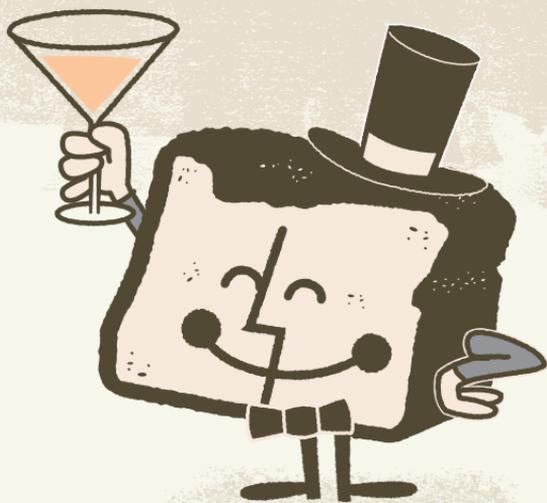
TASTER'S CHAMP

\$200,000

A TOAST!

To everyone involved in Oregon Angel Food, and most of all to the Makers themselves, we wish you safety, success, a community of peers and mentors to help pick you up when you need it, and the inspiration to keep bringing your businesses to life.

We know what we make won't change the world, and believe it's the only thing that will.



WE ARE OREGON AF.

THANK YOU!

Oregon Angel Food is a grand undertaking born of love, passion and generous contributions from an enormous volunteer crew. Thank you to everyone who brought this event to life. You are OregonAF.

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Amanda Osborne
Stew Yaguda
Luis Balderas Villagrana
Bob Smith
Shannon Hiller Webb

Executive Director
Investment Director
Event & Program Coordinator
Creative Director
Production Director

Alejandra Gonzales
Alli Condra
Amber Luckett
Audra Yanchek
Chris Bailey
Chris Tjersland
Chris Vanderloo
Dana Turell
David Forman
Donovan Cassell
Edward Gouttierre
Hannah Cassin
Hannah Kullberg
Jenna Stathopolous
Jesse Lyon
Jessica Braasch
Jill Kuehler
John Boyle

Jon Maroney
Justin Laabs
Kyle Von Hoetendorff
Lisa Hildebrandt
Lori Hunter
Mac Lavier
Martin McClanan
Micah Elconin
Michelle Fox
Natassja Pal
Parna Mehrbani
Pat McCauley
Ricardo Lopez
Sarah Masoni
Turner Maxwell
Tyler Harkness
Vanessa Margolis
Willie Chambers

WE ARE OREGON AF

WE ARE CRAFT. WE ARE LOCAL. WE CARE ABOUT EACH OTHER. WE STAND SHOULDER TO SHOULDER IN THE KITCHEN, AND IN THE STREET. WE MAKE. FOOD. DRINKS. ART. FLAVOR. BUSINESS. MISTAKES. FRIENDS.

WE TAKE WHAT WE DO SERIOUSLY, AND WE LAUGH. WE KNOW WE LIVE IN ONE OF THE MOST BEAUTIFUL PLACES ON EARTH, WITH THE BEST INGREDIENTS. WE REMIND OURSELVES TO TAKE NOTHING FOR GRANTED.

WE KNOW WHAT WE MAKE WON'T SAVE THE WORLD, AND BELIEVE IT'S THE ONLY THING THAT WILL.

WE COME TOGETHER TO MAKE IT ALL REAL. TO INVEST IN EACH OTHER, AND OURSELVES. TO BUILD WEALTH, SECURITY, COMMUNITY, INDEPENDENCE, JOY, STRENGTH, DELICIOUSNESS, A SHARED HISTORY, AND A BRIGHTER FUTURE.

WE ARE OREGON ANGEL FOOD.



WE ARE OREGON AF



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