



HOW CHOMPS REDEFINED MEAT SNACKING, AND WHAT'S NEXT

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WHO, WHAT AND WHY CHOMPS?

MEET CHOMPS



BALANCED NUTRITION

10⁺
GRAMS OF
PROTEIN

0
GRAMS OF
SUGAR

MADE WITH
REAL
INGREDIENTS

NO ARTIFICIAL
PRESERVATIVES

FREE FROM
TOP 9
ALLERGENS



SOURCING THAT MATTERS

100% GRASS-FED &
FINISHED
BEEF

ANTIBIOTIC-FREE
TURKEY

ANTIBIOTIC-FREE
CHICKEN

100% GRASS-FED &
FINISHED
VENISON



REAL INGREDIENTS. REAL
RESULTS. CHOMPS CHECKS ALL THE
BOXES.



WE WALK THE TALK

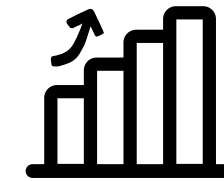
4ocean
PLANET → FWD™

Certified
(B)
Corporation

**CERTIFIED
MINORITY
OWNED
BUSINESS**



WE STACK UP



**#1 FASTEST
GROWING**
MEAT SNACK & JERKY BRAND

OUR GROWTH HAS BEEN FUELED BY HIGH-QUALITY PROTEIN, REAL INGREDIENTS, AND CONSUMER TRUST

OUR MOTIVATION:

Conflicting nutritional information. No simple, clean protein snacks that actually tasted good.

2012:



Founded Chomps targeting CrossFit communities and the rising Whole30, Paleo, and Keto movements with a D2C and B2B approach.

2018:



1st full-time employee hired. Original Turkey expansion.

2021:

Official launch of 8ct, Chomps' first multipack offering. The fastest growing meat snack brand in America.

2026:



Launch of Chicken.

AND
THERE'S NO
STOPPING

**2016: THE
BREAKTHROUGH**

Chomps Original Beef launches at Trader Joe's.

**TRADER
JOE'S®**

2019:



Packaging refresh. Jalapeno Beef expansion.



2025:

Opened first dedicated facility. Certified B Corp.





HOW WE HAVE
REDEFINED THE
MEAT SNACK
CATEGORY

WE BROUGHT BALANCED NUTRITION TO MEAT SNACKS

AND A WHOLE NEW CONSUMER SHOWED UP



THE ACTIVE ACHIEVER

-  \$100K+ households
-  60% female
-  Health-focused + ingredient conscious
-  View protein as part of daily wellness

THEY SNACK A LOT

-  70% eat Chomps multiple times a week
-  Protein occasions are additive
-  ~~Buying one stick~~ stocking their pantry, desk, & gym bag

THEY SPEND MORE

-  Buy Rate **\$32** *Category Average: \$15*
-  Basket Size **\$111** *Category Average: \$85*
-  Repeat Rate **45%** *Category Average: 20%*

THE IMPACT

83%

OF OUR GROWTH IS INCREMENTAL TO MEAT SNACKS.

CATEGORY GROWTH ALLOWED US TO EVOLVE FROM A SINGLE PRODUCT INTO A PROTEIN PLATFORM

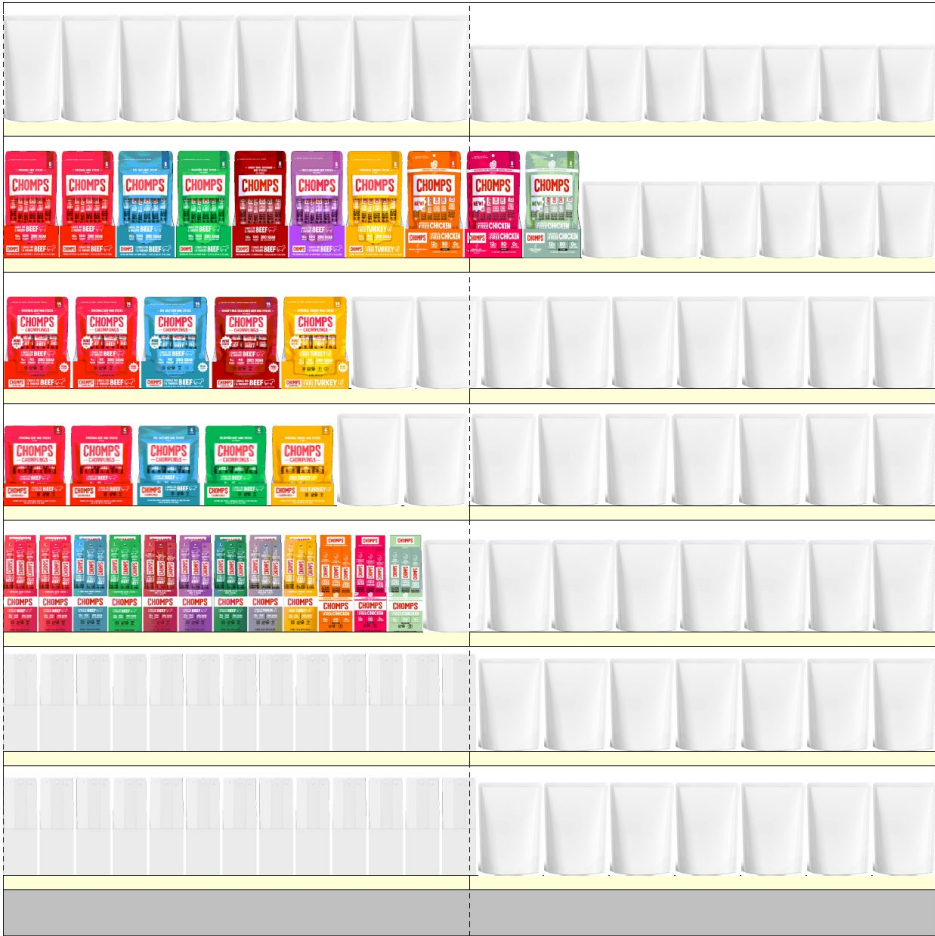
CORE



CORE+



FULL ASSORTMENT



Now, The Next Chapter of Category Growth Starts with NEW! Chomps Chicken Offered In 3 Flavors

ORIGINAL CHICKEN STICK

🔥 MILD



NASHVILLE HOT SEASONED CHICKEN STICK

🔥🔥🔥 HOT



SAVORY BREAKFAST CHICKEN STICK

🔥 MILD



THREE REASONS DRIVING CHOMPS CHICKEN



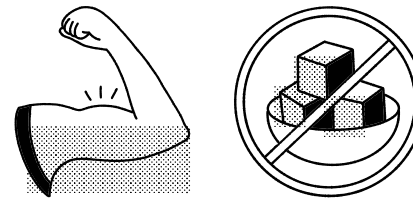
Consumer Demand

MOST INTERESTED
PROTEIN TYPE FOR MEAT
SNACKS¹
(BEHIND BEEF)



CHICKEN CONSUMER INTEREST¹:
51% MEAT SNACKERS
54% HEALTHY SNACKERS
64% ACTIVE ACHIEVERS

Category Growth Outpacing



HIGH PROTEIN
LOW SUGAR
GREAT TASTE

Top 4 Animal Types ²	Dollar % Chg (Avg = 11.7%)	Dollar Share	Contr. To Growth	Fair Share Index*
BEEF	13.2%	63.8%	68.3%	107
COMBINATION	7.6%	24.8%	16.0%	64
TURKEY	16.4%	6.2%	8.0%	129
CHICKEN	88.9%	1.8%	7.7%	431

Significant White Space

LIMITED BRAND PRESENCE
TODAY WITH LOW REPEAT
RATES³

	OTHER CHICKEN BRAND COMP		CHOMPS
HH Pen	1.1%	1.9%	20.0%
Repeat	33.5%	31.5%	45.1%
Buy Rate	\$21.46	\$25.95	\$32.36

CHOMPS

ANTIBIOTIC FREE CHICKEN
12G PROTEIN, 80 CALORIES, 0G
SUGAR



OUR VISION FOR A
GREAT SUPPLIER?

WE HELPED REDEFINE MEAT SNACKING BY BRINGING HIGH-QUALITY PROTEIN TO MORE CONSUMERS. AS WE ENTER OUR NEXT CHAPTER WITH CHICKEN, WE'RE LOOKING FOR PARTNERS WHO CAN HELP US SCALE THAT IMPACT WITHOUT EVER COMPROMISING OUR STANDARDS THROUGH

TRUST.

Earned through consistent execution

- ✓ Quality
- ✓ Food Safety
- ✓ Reliability
- ✓ Accountability

TRANSPARENCY.

No Surprises

- ✓ Capacity Visibility
- ✓ Open Communication
 - ✓ Traceability
- ✓ Risk Management

SHARED GROWTH.

Built For The Long Term

- ✓ Scalable Solutions
- ✓ Mutual Investment
 - ✓ Innovation
- ✓ Responsible Growth



THANK
YOU.