

January 2021

grocerie

FOOD DELIVERY

To:
From: grocerie Leadership Team
Subject: Partner with Us

In a time where safety is key, the ability to order your groceries from the comfort of your own home and have them delivered fast is a convenience many consumers want. Our mission at grocerie is to save our consumers time and money by making grocery shopping something you can schedule instead of dread.

Our Values

- *TIME — We want you to spend more time enjoying your food than shopping for it.*
- *QUALITY — We strive to give you access to quality and affordable food.*
- *BUDGET— We aim to provide services and membership plans that fit your budget.*

What We Offer

The grocery delivery market is booming but many services lack the speed and cost consumers are looking for. In the city that never sleeps, New Yorkers want fast, reliable, and cost-effective service. That's where we come in. Our company, grocerie, is a grocery delivery service unlike all the ones currently on the market. Our goal is to make getting your everyday household items, food, and supplies as easy as walking to your mailbox in the morning.

Our Team

Bao Luong — *Founder and Chief Executive Officer*

Samantha Poole — *Chief Marketing and Communications Officer*

Genna Graham — *Chief Human Resources and Recruitment Officer*

Jac Cooper — *Chief Financial Officer*

The logo for 'grocerie' is displayed in a white, lowercase, serif font within a white rectangular border. This logo is centered on a solid green rectangular background.

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Target Market

Our target market is individuals and couples aged 20-39 residing in the New York City metropolitan area. With the COVID-19 pandemic and the restrictions that came along with it, many young professionals are learning to navigate a new work environment and grocery shopping is very low on their list of priorities. We designed our service to work with their budgets and priorities to help them get their groceries in a safe, fast, and convenient way.

What Sets Us Apart

The grocery delivery market is highly saturated, especially given the COVID-19 pandemic. People are looking for convenience and dependability. Rather than roaming the aisles and comparing prices, our service allows you to pick out exactly what you need from the comfort of your own home. What sets us apart from our competitors is:

- Membership options ranging from \$10 to \$20 a month that offer premium delivery times, no delivery fees and discounts on orders over \$30.
- Pre-loaded weekly recipes for easy meal planning — 1 click and all items are added to your cart.
- The option to put your pantry staples on reoccurring order so you'll never be without the basics again.

We look forward to working with you!

Thank you,

Bao, Samantha, Genna, and Jac

*Leadership Team
grocerie*

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OUR TEAM

Bao Luong

Founder, and Chief Executive Officer

Hi, I'm Bao Luong, the founder, and Chief Executive Officer at grocerie. I started out my career in the food industry as a server and the most important thing I learned during that time is that customer service is the lynchpin of the food industry. I brought that mindset and foundation when I started grocerie. At grocerie, I value clear communication and collaboration. What you see is what you get - especially when it comes to product quality and pricing. In a time when a lot is uncertain, I want our consumers to be able to trust that we will keep our word and will put them first.

The reason I started grocerie with my team is that I saw a need in the market for a fast, convenient, and budget-friendly grocery delivery service. With my B.A. in finance and business administration and my M.A. in communication and business leadership, I believed I could start a business that would address that need and help my community. I believe in working smarter, not harder, and this is what grocerie brings to its consumers. Our company helps transform grocery shopping from something you dread into something you can schedule with the click of a button.

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OUR TEAM

Jac Cooper

Chief Financial Officer

Hi, I'm Jac Cooper and I am the Chief Financial Officer here at grocerie. At grocerie, I see our team as a family and I believe that everyone deserves to get the best value out of our service. With my team, I work to promote a community based on cooperation and mutual respect. This mindset inspired me to join the grocerie team because I saw an opportunity in the market to provide a service that people were looking for and would benefit from. At grocerie, we believe that affordability is an essential part of any grocery delivery service. With all of the economic uncertainty surrounding the COVID-19 pandemic, we are committed to bringing you transparent prices and affordable options for whatever your budget might be.

With my B.A. in finance and my M.A. in communication and business leadership, I believe my education and background help me with my mission to provide our customers with the best service and plan for their budget so that they can save time and get the best quality food. I believe that the customer comes first and that is why everything we do at grocerie is tailored around the customer's needs and wants. I look forward to continuing to work with our consumers to build the best grocery delivery service that saves everyone time and money.

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OUR TEAM

Genna Graham
Chief Human Resources and
Recruitment Officer

Hi, I'm Genna Graham and I am the Chief Human Resources and Recruiting Officer for grocerie. Balancing work and home life leave little time for an individual to waste on long trips to the grocery store. And at a time where safety is key, many don't want to risk the trip to the store. That's why my team and I created grocerie – we saw a need in the community for an affordable, convenient and easy grocery delivery service and we committed to creating one.

As the head of HR and recruitment, I place a high emphasis on our company's values of time, quality and budget and work to find and train employees who will demonstrate and build upon the foundation we created at grocerie. At grocerie, we believe in making sure our customers get the most out of our service. We see our company as a family and we treat our customers and employees like family.

With a B.A. in political science and an M.A. in communications and business leadership, and I believe these degrees and my passion for human resources are a great combination to lead the HR and recruitment efforts of grocerie. I look forward to serving the beautiful city of New York and its residents.

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Instagram About Us

At grocerie, we value your time, quality food, and affordability. Let us help you make grocery shopping something you can schedule instead of dread.

Website About Us

Our team started as fellow communication master's students at High Point University, and during our time there, we saw a growing need for a better grocery delivery service. We came together because we all valued building a company that was transparent, respectful, and customer-focused. We see grocerie as a community and we work to make sure all of our members - customers, employees, grocery story partners - are taken care of and satisfied with their grocerie experience.

As busy young professionals, we have all relied on having our groceries delivered at some point and were disappointed with the options available to us in the past. Between high delivery fees and inconvenient delivery times, we believed there had to be a better solution. Working together, we came up with grocerie, a grocery delivery service for the busy young professional on a tight budget. Rather than roaming the aisles and comparing prices, our service allows you to pick out exactly what you need from the comfort of your own home.

At grocerie, we believe in one key mission - we want to make grocery shopping something you can schedule instead of dread. With convenient pre-loaded recipes that you can add to your cart with one click and affordable membership plans, you can choose from based on your budget, grocerie is built for the busy lifestyles of working professionals. To deliver the best value to our customers, we provide:

- Membership options ranging from \$8 to \$10 a month that offer premium delivery times, no delivery fees, and discounts on orders over \$30.
- Pre-loaded weekly recipes for easy meal planning — 1 click and all items are added to your cart.
- The option to put your pantry staples on reoccurring order so you'll never be without the basics again.