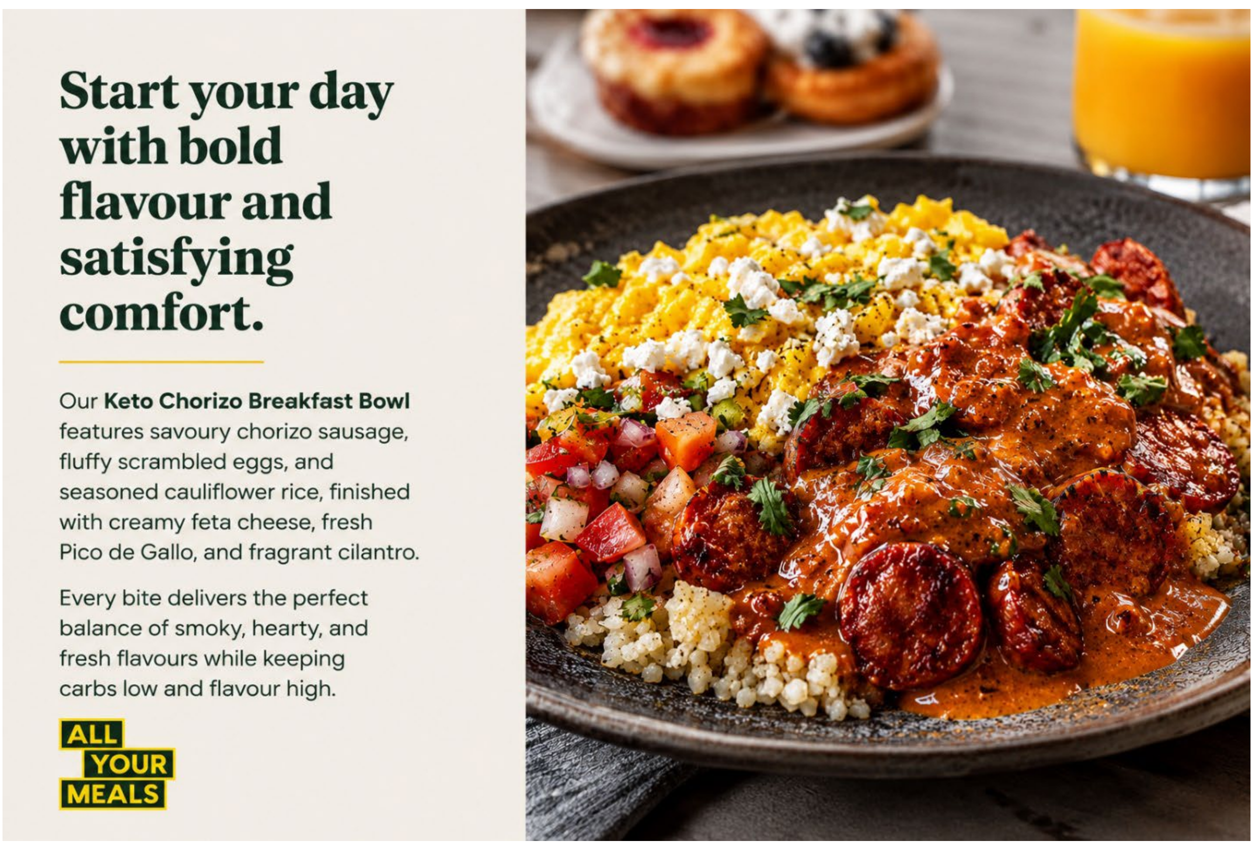
USA Expansion and Operational Plans



Confidential
July 2026

Introduction

This plan is an overview for U.S. expansion and digital marketing strategy for new heat-and-eat meal prep and delivery company www.allyourmeals.com , a tech-forward food business poised to disrupt and scale rapidly in one of the fastest-growing segments of consumer-packaged goods. This plan outlines our phased market entry, customer acquisition, and brand development approach throughout fiscal 2026/2027.

In the Spring 2026, AYM Coin was launched. It is the digital token of the All Your Meals ecosystem, built on the Base blockchain to support the company's long-term vision of customer engagement, brand growth, and digital innovation. Designed to complement the All Your Meals platform, AYM provides a foundation for future loyalty programs, promotions, subscription rewards, and community initiatives while connecting token holders with a real-world consumer food brand. With a verified smart contract and a fixed supply of 250 million AYM tokens, the project is positioned to evolve alongside the continued expansion of the All Your Meals ecosystem.

As part of our go-public strategy, this new company is interested into entering into a reverse takeover (RTO) or share exchange with OTC-listed or similar, creating a fully reporting public vehicle in the U.S. under the OTC Markets framework. This transaction would offer a streamlined and cost-effective path to public listing, providing the company with access to capital markets and institutional investors while leveraging the experienced management and connections of the Pubco team.

Post-transaction, the new company will operate independently with a an American-facing brand identity, expanded leadership team, and a clear focus: to become a national leader in restaurant-style, convenient, and tech-integrated meal solutions. Our co-packing infrastructure, existing customer base (including a 25,000-user Florida list acquisition), and proprietary technology development (AI personalization and mobile ordering) form a strong foundation for scalable growth.

With operations launching from Pennsylvania and an immediate focus into key high-demand markets of Eastern Pennsylvania, Northern Delaware, and the Greater Boston area, the company is positioned to gain rapid market share through targeted regional strategies, corporate partnerships, and experience driven campaigns.

This document outlines the quarter-by-quarter operational and digital marketing roadmap that supports year one milestones. It details our approach to customer acquisition, brand positioning, B2B development, and long-term engagement through technology, all designed to create sustainable revenue and build long-term shareholder value.

We invite you to review this plan as a forward-looking blueprint for a dynamic player in the U.S. food delivery and convenience market.

Contents

Operating Model Summary

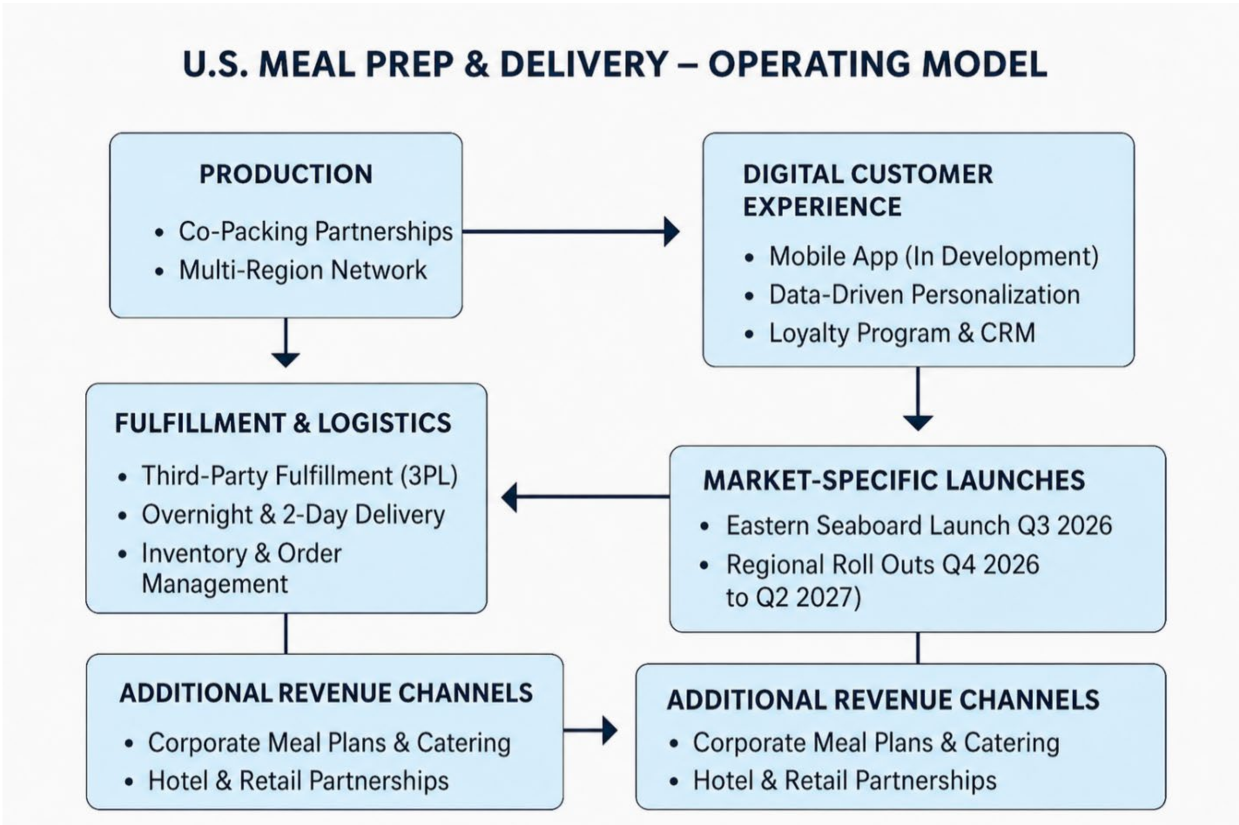
The company is built on a scalable, asset-light operating model that allows for rapid national expansion, high customer flexibility, and capital efficiency. Its core operations are structured around contract manufacturing (co-packing), centralized logistics partnerships, and data-driven customer experience systems. Below is an overview of the company's key operating pillars:

1. Production – Co-Packing Partnerships

- Outsourced Food Production: The company will work with FDA-compliant, USDA-inspected co-packers across the U.S. to produce ready-to-eat "Heat & Eat" meals at scale.
- Use of a partner operational facility located near Scranton, PA to serve the Eastern Seaboard market immediately.
- Multi-Region Network: Additional co-packers will be strategically located to support regional demand hubs (e.g., Florida, Nevada, North Carolina) and allow for overnight delivery across the continental U.S.
- Private Label & Custom Menus: Recipes and meal formulations are developed in-house and licensed to co-packers, enabling consistent product quality and brand control.
- Flexibility & Scale: The use of co-packers enables quick expansion into new markets without investing in company-owned facilities.

2. Fulfillment & Logistics

- Third-Party Fulfillment (3PL): The company will partner with national and regional cold-chain 3PL providers to ensure fast and safe delivery of meals to end customers.
- Overnight & 2-Day Delivery: Negotiated rates with carriers such as FedEx, UPS, and regional cold couriers allow for economical overnight shipping and maintain freshness standards.
- Inventory & Order Management: A centralized order management system will route meals from the nearest co-packer or fulfillment center, reducing delivery times and costs.



U.S. MEAL PREP & DELIVERY – OPERATING MODEL
PRODUCTION
• Co-Packing Partnerships
• Multi-Region Network
DIGITAL CUSTOMER EXPERIENCE
• Mobile App (In Development)
• Data-Driven Personalization
• Loyalty Program & CRM
FULFILLMENT & LOGISTICS
• Third-Party Fulfillment (3PL)
• Overnight & 2-Day Delivery
• Inventory & Order Management
MARKET-SPECIFIC LAUNCHES
• Eastern Seaboard Launch Q3 2026
• Regional Roll Outs Q4 2026 to Q2 2027)
ADDITIONAL REVENUE CHANNELS
• Corporate Meal Plans & Catering
• Hotel & Retail Partnerships
ADDITIONAL REVENUE CHANNELS
• Corporate Meal Plans & Catering
• Hotel & Retail Partnerships

Current Contracts

The company is working with a co-packer near Scranton, PA to launch throughout Eastern Pennsylvania, Northern Delaware, and the Greater Boston area in Q3 2026. The Company is actively engaged in discussions with multiple FDA-compliant and USDA-inspected co-packers, as well as national and regional cold-chain logistics providers, to support its scalable, asset-light operating model. These conversations are progressing toward formal contract negotiations that will enable the rapid rollout of production and distribution capabilities in key markets. Leveraging co-packing and 3PL partnerships allows the company to maintain high product quality, ensure overnight delivery across the U.S., and expand efficiently without the need for owned infrastructure. With operational readiness in place, the company is positioned to launch immediately and scale as demand grows.

The company also holds investment stakes in and has production contracts with two existing North Carolina-based facilities: JamesFoods.com, a high-capacity meal production facility focused on nutritious, chef-curated meals for large-scale distribution; and LongLifeMealPrep.com, which specializes in fresh, macro-balanced meals for fitness-conscious consumers. These facilities are operational and provide immediate access to production resources and enhance flexibility for both private label and branded product lines.

Photos of James foods at https://www.playbook.com/s/bennydoro/RVS9ndwrFkAGJiuDwpWxZYCG

USA Expansion

Strategic Position

Over the past several months, All Your Meals has transitioned from primarily building infrastructure to preparing for scalable commercial growth. The company now has:

- Operational websites across multiple business units
- Established production partnerships
- Active marketing infrastructure
- Expanded product offerings
- Investor communication systems
- Growing social media presence
- Enhanced technology and analytics capabilities
- Multiple expansion opportunities under evaluation in both Canada and the United States

With these core systems now in place, management's focus is shifting toward accelerating customer acquisition, expanding production capacity, increasing strategic partnerships, and executing disciplined geographic expansion while continuing to strengthen the All Your Meals brand.

The company's U.S. expansion follows a strategic, phased timeline designed to maximize market entry efficiency and operational scalability. In Q1 (January – March 2026) the focus was on brand establishment in the USA, and relaunch of the Canadian facing operations. Q2 (April - June 2026) targeted the Greater Vancouver Canada area as well as full redesigns of our websites, social media platforms, advertising and communications strategies. In Q3 (July - September 2026), the company will be moving into it the Eastern Seaboard, and will be beginning to drive national brand awareness, capitalizing on their dense populations, high delivery app usage, and proven per capita spend on food delivery. This deliberate sequence supports sustainable growth, localized marketing, and operational readiness in each region.

Q1 and Q2 Overview: January to June 2026

Brand Establishment in USA, Canada Meal Finessing + Launch Tech Ecosystem

During the first two quarters of 2026, All Your Meals has focused on building the operational, marketing, and technology foundation required to support long-term growth across Canada and the United States. While much of the work has occurred behind the scenes, significant progress has been made across multiple areas of the business.

Technology & Digital Infrastructure

- Successfully launched and refreshed all three company websites:
  - AllYourMeals.com (USA)
  - AllYourMealsYVR.com (Canada)
  - Company.AllYourMeals.com (Corporate)

- Improved website performance, mobile responsiveness and SEO across all platforms, with every site ultimately achieving SEO scores of 100.
- Migrated the U.S. platform to a new hosting and software environment designed to improve long-term scalability.
- Implemented Google Analytics across company websites to improve customer and marketing insights.
- Developed onboarding systems and customer welcome workflows for future market launches.

Product Development

- Developed multiple rotating weekly menus for the Vancouver market and expanded product offerings to include:
  - Breakfast menu
  - Desserts
  - Family-sized meals
  - Additional prepared meal categories

- Continued creating product photography, descriptions and online merchandising content for every menu item.
- Worked directly with production partners and chefs to improve quality, consistency and menu execution.

Operations

- Established and expanded co-packing partnerships while evaluating additional production capacity.

- Began evaluating an internal ghost kitchen model to provide greater quality control and operational flexibility.
- Implemented a strategy placing All Your Meals Vancouver chefs alongside co-packers to improve training, consistency and food quality.
- Successfully launched Vancouver meal deliveries and continued expanding menu production.
- Began discussions with potential production partners in Las Vegas and Boston to support future expansion into additional U.S. markets.

Marketing & Brand Development

- Hired outsourced social media management company
- Launched coordinated marketing campaigns across:
    - Facebook
    - Instagram
    - TikTok
    - X
    - Google Business
    - Community marketing channels
- Created new regional social media accounts for both Canada and the United States.
- Produced executive-led content, behind-the-scenes videos, product demonstrations and customer-focused marketing.
- Introduced promotional offers supporting customer acquisition in advance of launch.
- Built ongoing newsletter marketing programs for customers and investors.

Investor Relations

- Redesigned the corporate website to improve investor communications.
- Launched the company's investor newsletter program.
- Increased shareholder communications through weekly operational updates.
- Began preparing fundraising materials to support future expansion.
- Continued development of promotional materials for the AYM Token ecosystem.

Geographic Expansion

- Advanced preparations for U.S. operations beginning with
    - Boston / U.S. East Coast
    - Las Vegas
    - North Carolina
    - Florida

- Continued development of infrastructure capable of supporting multi-region operations throughout North America.

Business Development

- Began recruiting commercial sales professionals focused on:
    - Catering
    - Corporate meal programs
    - Commercial accounts
    - Strategic partnerships

- Evaluated marketing specialists to strengthen content creation and social media consistency.

- Launched the **Build Your Own Business** initiative, leveraging the company's operational, technology and marketing expertise to create additional revenue opportunities beyond meal delivery. https://company.allyourmeals.com/build-your-own-business/

Q3 and Q4 Overview: July to December 2026

Eastern Seaboard

The launch of AllyourMeals.com into Eastern Pennsylvania, Northern Delaware, and the Greater Boston area in Q3 2026 represents the next phase of the company's disciplined U.S. expansion strategy. By partnering with an established co-packing and fulfillment facility located near Scranton, Pennsylvania, the company gains immediate access to proven production capabilities, food safety systems, and distribution infrastructure without the significant capital investment normally required to build and operate its own facilities. This asset-light model allows the company to direct virtually all available growth capital toward customer acquisition, brand awareness, and digital advertising rather than operational overhead. The launch is further strengthened by the deployment of a new software backend that streamlines ordering, production scheduling, inventory management, and customer fulfillment, providing a scalable platform for future expansion. The selected markets offer an attractive combination of high population density, above-average household incomes, strong adoption of online food ordering, and well-established meal delivery habits. Together, the Greater Philadelphia region, Northern Delaware, and the Greater Boston metropolitan area represent millions of potential customers within densely connected logistics corridors, making them ideal markets to establish regional brand recognition before expanding further along the U.S. Eastern Seaboard.

1. Eastern Pennsylvania (Philadelphia Metropolitan Area): Home to more than six million residents, the Greater Philadelphia region is one of the largest and most established food delivery markets in the United States. A dense urban population, high household incomes, and widespread adoption of online ordering platforms create strong demand for convenient, chef-prepared meals. The region's extensive transportation infrastructure also makes it highly efficient for regional meal production and distribution.

2. Northern Delaware (New Castle County/Wilmington Area): Northern Delaware benefits from a highly educated workforce, strong median household incomes, and close proximity to both Philadelphia and Baltimore. Residents are accustomed to ordering meals online, particularly among busy professionals and families seeking convenient, high-quality dining options. Its strategic location also allows efficient delivery throughout the Mid-Atlantic region.

3. Greater Boston Metropolitan Area: The Boston region combines one of the highest concentrations of universities, healthcare institutions, and technology companies in North America. Its large population of professionals, students, and healthcare workers has driven sustained demand for meal delivery and prepared foods. High population density, above-average disposable incomes, and a fast-paced lifestyle make Greater Boston an attractive market for premium ready-to-eat meal services.

Las Vegas

The company is strategically basing its U.S. corporate operations in Las Vegas to capitalize on its logistical advantages, cost-effective infrastructure, and diverse market for product testing.

Las Vegas offers favorable conditions for building relationships with food co-packers and establishing a financially viable overnight delivery system across the continental U.S. It will also serve as the operational hub for customer service, loyalty program management, and technology development, including the launch of a mobile app that enhances customer engagement and customization. Furthermore, the city's varied neighborhoods provide an ideal testing ground for expanding offerings such as grocery add-ons to meal kits, allowing the company to refine its model before scaling nationally.

Las Vegas will become the US center for managing customer service, the loyalty program and for testing new products and ideas to smaller Clarke County neighborhoods. For example, in addition to prepared meals, offer grocery delivery services for commonly used ingredients, making it easier for customers to supplement their meal kits with additional food items. IE: Hot sauces, chocolate bars, mayonnaise, soya sauce, milk, eggs and so on.

Las Vegas is where the company will develop new technology such as Mobile App Development whereby the company creates a user-friendly app that allows customers to easily customize, track, and manage their orders. Incorporate loyalty programs, rewards, and feedback systems to improve engagement. Data-Driven Personalization software that will leverage customer data to provide personalized meal suggestions based on past orders, dietary restrictions, and preferences and AI-based meal recommendations or calorie tracking to help customers stay on track with their health and fitness goals.

At the same time, B2C expansion is set for Clarke County (Las Vegas), where tourism drives high demand for takeout and food delivery services in Las Vegas, where convenience is key for both visitors and locals. Initially marketing will be geo-targeted at:

1. Spring Valley – Central location with diverse dining options and popular among residents.
2. Paradise Hills – Family-friendly with easy access to major restaurants.
3. Green Valley North – Walkable community with multiple takeout-friendly eateries.
4. Southern Highlands – A luxury community with access to premium dining and delivery services.
5. Centennial Hills – Offers a variety of fast-casual and delivery options.

Las Vegas Hotels

There is an opportunity to develop heat and serve products for hotel mini-bars and self service in hotel stores. Room service is not always profitable for hotels, as it can have high operating costs. A property in Las Vegas has already expressed interest in this concept, and it will be a priority to get proof of concept initiated. The company has also seen expressions of interest for mini-bar snacks and shelf stable, retail foods items.

Florida

The company has a customers list with a database of 25,000 customers who previously used another now defunct meal prep and delivery company. Our menu here will feature lots of casual food (wings, burgers), meals that students will like (lots of colleges) and Caribbean/Cuban

1. Miami – Miami stands out not only for its vibrant street food scene but also for its many Latin and South American-inspired food trucks and takeout options
2. Orlando – As a tourist hub, Orlando sees significant takeout activity, especially in fast food and casual dining. Chains like McDonald's, Dunkin', and Subway have strong presences here
3. Tampa – Tampa's diverse population and active nightlife contribute to its high consumption of takeout, with popular chains and fast-food spots serving late-night crowds
4. Jacksonville – As one of the largest cities in Florida by area, Jacksonville also has high demand for convenient takeout meals
5. Kissimmee – Known for its proximity to Orlando's theme parks, Kissimmee has a robust takeout culture, with food trucks and late-night offerings attracting tourists
6. Fort Lauderdale – This beach city has many tourists and residents relying on takeout for quick meals, especially from popular fast food chains
7. St. Petersburg – With a growing food scene and a focus on convenience, St. Pete sees heavy use of takeout services
8. West Palm Beach – Popular with both locals and tourists, West Palm Beach has a strong takeout culture, especially for casual dining
9. Naples – Known for its affluence, Naples still has a high consumption of takeout, especially from healthier options like Panera Bread
10. Sarasota – This Gulf Coast city has a mix of casual eateries and fast food, contributing to its high takeout demand

Technology

- Custom Branding & UI
  Tailor the customer interface for Las Vegas under the new U.S. brand name. Incorporate local imagery, region-specific dishes, and marketing copy.
- Neighborhood Segmentation
  Build micro-market delivery zones in Clark County (Spring Valley, Paradise Hills, etc.) for geo-targeted offers and product testing.
- Localized Menu Control
  Admin users in Las Vegas can manage menus specific to Vegas while Florida/North Carolina teams can run their own localized menus simultaneously.

Marketing Priorities:

- Brand identity finalized (visuals, tone, website, app UX)
- Soft launch in **Las Vegas (Clarke County)** & **Florida metros** with paid media support
- Build waitlist through lead magnets and early adopter promos
- Content marketing engine (blog, recipes, reels) goes live
- Press release: "New Heat & Eat Brand Sets Up in Las Vegas, Begins U.S. Rollout"
- Begin SEO localization: "Best Heat & Eat meals in [City]" content
- Targeted influencer sampling in Vegas + Miami

Campaigns:

- "Try Us for $1" offer for Las Vegas & Florida zip codes
- "Taste the Tropics" menu promo in Florida with Cuban/Caribbean tie-ins
- "Vegas Eats at Home" launch party & UGC contest

Tech Integration:

- Launch mobile app (beta)
- Loyalty rewards and feedback loop
- AI personalization engine soft launch

KPIs:

- 20,000 app downloads
- 3,000 paid subscriptions
- 15% CTR on regional social ads
- SEO: Rank top 5 for "heat and eat meals in [Vegas/Miami]" by end of Q1

Q1 January to March 2027

Expand into North Carolina, Drive Growth via Partnerships & B2B

The company intends to further expand into the USA, while developing new business opportunities. Based on geographical proximity to Florida, North Carolina is the next area that will be developed. The menu here should feature lots of southern comfort food, BBQ, Chinese, Thai and Mexican.

1. Wake County (Raleigh area): As one of the fastest-growing urban areas in the state, Raleigh has a robust food delivery market. Thai cuisine has been particularly popular, as searches for “Thai food near me” have surged here in recent years

2. Mecklenburg County (Charlotte area): Charlotte’s expanding economy and diverse population contribute to high takeout demand. Local services report steady interest across various cuisines, with significant interest in Asian and fast-food deliveries

3. New Hanover County (Wilmington): With tourism and a busy coastal lifestyle, Wilmington and surrounding beach communities see high demand for takeout, especially in areas like Wrightsville Beach. Surfside Express, a local delivery service, is popular in this area

4. Durham County: Known for its thriving university presence and technology sector, Durham residents frequently order takeout. High demand for varied cuisines like Thai and Chinese food is notable

Business development and acquisitions

The company plans to develop business outside of the subscription model and utilize its co-packing facilities. This will be spear-headed from the Las Vegas office and presence.

The company intends to purchase smaller similar operations, using a combination of issuance of stock with back-end royalty / licensing agreements. This model has proven successful and is an easy way to gain market share in a very quick time.

In Q1, the company intends to partner with companies to offer corporate meal plans or catering for employees working remotely or in offices. Providing healthy, convenient meals for businesses can expand our customer base and increase exposure to our brand.

Technology

The company will begin the technology projects listed before - Mobile App Development, Data-Driven Personalization and AI-based meal recommendations. Being more than a food prep and delivery company positions the company in emerging tech and helps develop new investors.

- Bulk Customer Import
  Upload and segment the purchased 25,000-customer email list into the platform for remarketing, reactivation campaigns, and regional onboarding.

- Sub-Brand Menus
  Offer regional favorites (Caribbean, burgers, casual eats) via location-specific menus accessible through zip code recognition.

Marketing Priorities:

- NC Launch: Charlotte, Raleigh, Durham
- Targeted Southern comfort food messaging
- Develop LinkedIn strategy for corporate catering + hotel partnerships
- Build B2B landing pages and sales funnels for hotel/corporate inquiries
- Begin co-branded development with hotels: “Mini-Bar Meals™” product line
- Showcase brand at relevant food & tech trade shows (IFPA, CES, etc.)

Campaigns:

- “Taste of the South” Southern menu activation (BBQ, fried chicken, sides)
- “Lunch for the Office” B2B campaign with downloadable order guides
- “Hotel Heroes” campaign: highlighting hotel partnerships on socials
- Introduce “Add Grocery Items” to Meal Delivery test in Vegas (sauces, etc.)

Tech Integration:

- Loyalty gamification + refer-a-friend boost
- Smart feedback system launched (AI-curated post-meal surveys)
- Dynamic menu recommandations (AI-based)

KPIs:

- 50+ B2B leads/month from hotel & corporate verticals
- $900k in sales from North Carolina metros by end of Q1 2027
- App store rating >4.7
- Email open rate >30%

Q2 April to June 2027

National Brand Awareness + Establish Presence in NY & California

We expect Q2 to be very busy operationally, as expansion to new markets in the US continues. New York City was the city with the highest per capita spend on food delivery in the United States spending $773.70 per capita. San Francisco was in second place with $579.80 per capita. The natural progression is Los Angeles, San Francisco, Silicon Valley (San Jose) and New York.

1. Los Angeles County, CA – As the most populous county in the U.S., Los Angeles leads the state in takeout and delivery demand, bolstered by a diverse food scene and widespread use of delivery apps like Grubhub and Uber Eats

2. Orange County, CA – With a high concentration of affluent residents, takeout and delivery services are thriving, especially for premium and health-conscious meals

3. San Francisco County, CA – A tech hub where meal delivery services were already popular before the pandemic, San Francisco sees high demand for app-based food delivery.

New York City is one of the top cities in the United States with the highest demand for takeout and dinner delivery services. It dominates the food delivery market, with Grubhub holding a significant share, particularly among the city’s high-density population, where convenience is highly valued. Demand for meal delivery continues to grow, spurred by busy lifestyles and increased reliance on apps.

1. Manhattan: Upper East Side & Upper West Side - These residential areas have a dense population of busy professionals and families who frequently order in for convenience.

2. Financial District & Tribeca - Packed with business professionals, these areas see high lunch and dinner delivery demand.

3. Midtown - Known for its concentration of office buildings, Midtown has high delivery rates, especially during lunch and evening hours.

4. Brooklyn: Williamsburg & DUMBO - These trendy neighborhoods are filled with young professionals and families who regularly order in.

5. Astoria, Queens - A bustling, diverse community that enjoys a variety of delivery options, especially after work hours.

Technology and Business Development

During Q2, the company will continue to concentrate on developing new technologies, meeting changing consumer attitudes while building more partnerships.

- Multi-Region Fulfillment Management
  Use software’s "kitchen hub" system to assign orders to the appropriate co-packing facility or kitchen based on the customer's zip code.

- Multi-Storefront Capability
  Operate multiple websites or storefronts under a single backend for efficiency and brand flexibility.

- API Integration for Hotel & Corporate Portals
  Partner portals for hotels and businesses to bulk order meals or enroll in employee plans via white-labeled extensions of the software.

Marketing Priorities:

- Full-scale influencer & creator campaign in NYC, LA, SF
- Target premium and wellness segments (Whole Foods shopper personas)
- UGC campaigns emphasizing convenience + nutrition
- Podcast sponsorships: health, tech, food
- Partnerships with co-working spaces and fitness studios (ClassPass, Equinox)

Campaigns:

- "Coast-to-Coast Eating" campaign with regional meal varieties
- "New Year, New You" wellness reset campaign with calorie tracking app tie-in
- "Dinner in Minutes" TikTok series featuring city-specific meals (Williamsburg, WeHo, etc.)
- Pop-up samplings in LA + NYC (DUMBO, Silver Lake, etc.)

Tech Integration:

- Full AI calorie tracking and goal-based recommendations
- "Your Taste Twin" personalization feature
- Enhanced app UX based on feedback

KPIs:

- 100k monthly active users
- CAC <$40
- NYC & LA CTR > 18%
- 25K subscribers in all markets

Q3 July to September 2027

Expand Shelf Presence + Retail Integration

The continued expansion of the US marketplace into tier one populations continues. Houston, Dallas, Chicago, Boston are key examples.

The company also looks at ow it can further expand its offerings such as retail Partnerships with grocery stores or retail chains to sell pre-made meals or meal kits directly on shelves. This gives customers more flexibility to purchase our products outside of subscriptions.

Pop-Up Kitchens or Cafes whereby the company opens temporary or permanent physical locations in high-traffic areas where customers can try our meals and subscribe to our service. These could be branded meal pickup points or tasting stations.

Marketing Priorities:

- Grocery/Retail partnerships with Whole Foods, Target Local, etc.
- Branded endcap displays & in-store samplings
- Explore CPG marketing tactics (email coupons, QR-based app downloads)
- Test Pop-Up Kitchens in high-traffic areas (Farmer's Markets, Gyms, Universities)
- National email re-engagement and retargeting campaigns

Campaigns:

- "Find Us in Stores" geo-targeted campaign
- "Taste & Go" pop-up experience tour (NY, LA, Dallas)
- "Snack Stack" push for mini-bar snacks in hotel chains
- Corporate catering retargeting ("Get Lunch Delivered Every Day")

Tech Integration:

- Expand app: In-store location finder + in-app retail loyalty check-ins
- Cross-platform sync for corporate meal planning
- Begin voice ordering test (Alexa, Google Assistant)

KPIs:

- Shelf presence in 250+ retail stores
- 30k monthly in-store QR scans
- $5MM + monthly retail sales
- Retargeting ROI > 5x

Ongoing Marketing 2026

- **Ongoing Social Media Posts**
  - Diversify content types: educational, engagement-driven (polls, memes, questions), promotional.
  - Platforms prioritized based on audience (e.g., LinkedIn for B2B, TikTok/Instagram for B2C).
  - Use scheduling tools like Buffer or Later for automation and analytics tracking.
  - Focus on SEO-optimized content around product use cases, industry trends, tutorials, and success stories.
  - Rotate themes monthly (e.g., educational in Jan, customer stories in Feb) to keep content fresh and strategic.
  - Collaborate with guest contributors or influencers quarterly for cross-promotion.

- **Ongoing Newsletters**
  - Alternate between “Value-First” editions (tips, insights, new features) and “Conversion-Focused” editions (exclusive offers, product updates).
  - Include CTAs tailored to user segments (e.g., trial users get a conversion CTA; loyal users get a referral CTA).
  - A/B test subject lines, send times, and content layout for continuous improvement.

Analytics & Feedback Loop

- **Monthly A/B Testing**
  - Landing Pages: Test headline copy, CTA phrasing, button placement, imagery. Use tools like Google Optimize or VWO.
  - Email Copy: Compare tone (casual vs. professional), length, CTA placement. Assess open rate, CTR, and conversion lift.
  - App Features: Roll out new features to test cohorts. Evaluate engagement (time spent, task completion), feature adoption, and retention.
- **Data Sources**: Funnel analytics (Google Analytics, Mixpanel), heatmaps (Hotjar), and customer interviews.
- **Reporting Cadence**: Monthly reports shared with product, sales, and leadership to align insights with business goals.

Customer Community Building

- **In-App Polls**
    - Short micro-surveys embedded contextually (e.g., post-task, post-update) to gather insights.
    - Use results to influence roadmap prioritization and personalize user journeys.
- **Reddit AMAs (Ask Me Anything)**
    - Host quarterly AMAs in relevant subreddits or brand-owned channels.
    - Promote in advance via email and social for maximum reach.
    - Position founders or product managers as thought leaders and foster authenticity.
- **Founder Videos**
    - Updates sharing company progress, vision, or addressing FAQs.
    - Used in email, social, and embedded in onboarding flows.
    - Creates a sense of transparency, brand trust, and personal connection.

CRM Segmentation

- **Behavioral-Based Retargeting**
    - Group users based on key actions (e.g., added to cart but didn't buy, watched 50% of video).
    - Trigger platform-specific ads (Meta for visual retargeting, Google Display for informational content).
    - Tailor copy to user stage: awareness, consideration, or decision.
- **Lookalike Audiences**
    - Create audiences from high-LTV customers or power users.
    - Segment into tiers (e.g., top 10% by engagement, top 10% by referrals).
    - Test different creatives for each group, adjusting for tone, offer, and CTA relevance.
- **CRM Tools**: Use platforms like HubSpot, Klaviyo, or Salesforce to automate audience syncing with ad platforms and personalize outreach.

Customer Facing eCommerce

After success in its Canadian Company, the new USA company will adopt tried and tested licensed software as its foundational technology platform to power its digital operations, including:

- Customer Ordering System
  Users can browse weekly menus, select meals, and subscribe to meal plans via a branded front-end experience tailored to each regional market.

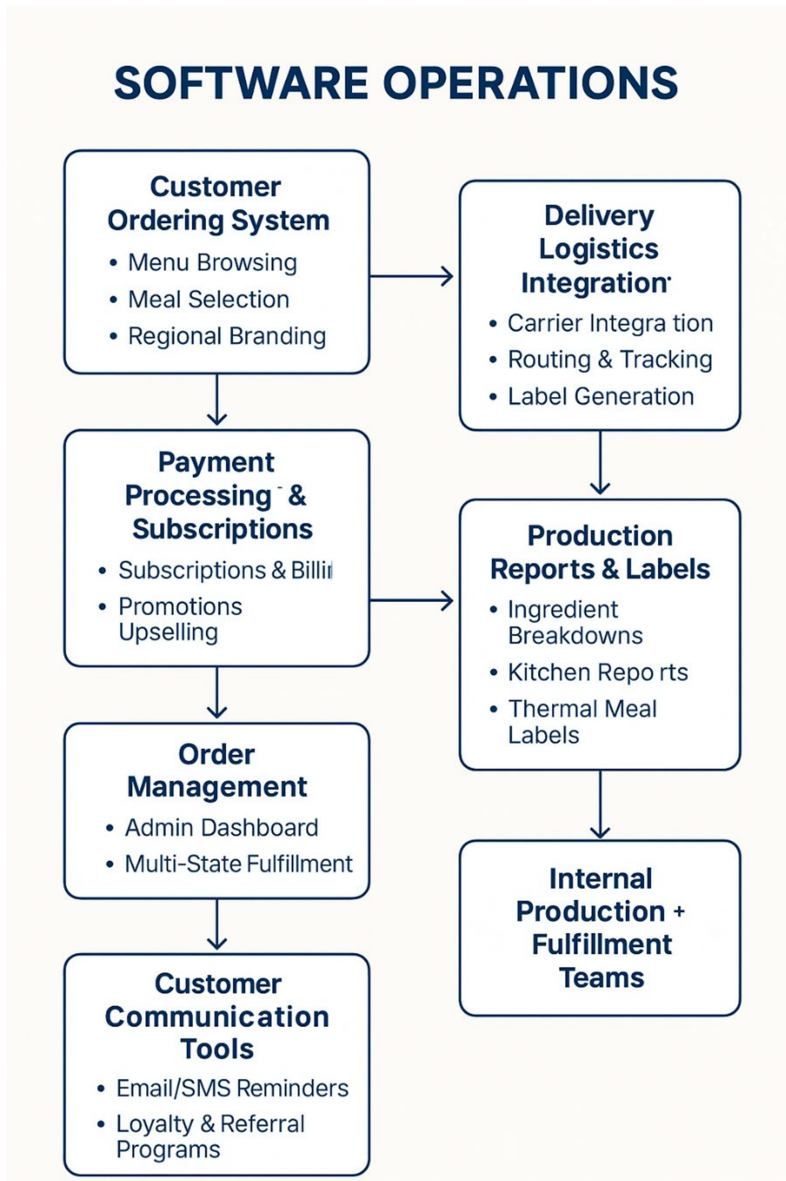
- Order Management
  Admin dashboard allows internal teams to manage customer orders, cutoffs, and fulfillment timelines efficiently across multiple states and time zones.

- Delivery Logistics Integration
  Sync with preferred delivery carriers to streamline overnight and local deliveries, including batch label generation, routing, and tracking.

- Production Reports & Labels
  Automatically generates kitchen production reports, ingredient breakdowns, and thermal meal labels with allergen, nutrition, and reheating instructions.

- Payment Processing & Subscriptions
  Integrated billing for recurring orders, pre-paid plans, and promotions. Enables seamless renewals and upselling.

- Customer Communication Tools
  Automated email and SMS reminders for meal selections, delivery updates, and referral/loyalty rewards.



Customizations Based on Expansion Plans

The software will be customized and scaled to support the company's multi-state rollout and operational diversification, as follows:

- Custom Branding & UI
  Tailor the customer interface for Las Vegas under the new U.S. brand name. Incorporate local imagery, region-specific dishes, and marketing copy.
- Neighborhood Segmentation
  Build micro-market delivery zones in Clark County (Spring Valley, Paradise Hills, etc.) for geo-targeted offers and product testing.
- Localized Menu Control
  Admin users in Las Vegas can manage menus specific to Vegas while Florida/North Carolina teams can run their own localized menus simultaneously.

Florida Expansion

- Bulk Customer Import
  Upload and segment the purchased 25,000-customer email list into the backend for remarketing, reactivation campaigns, and regional onboarding.
- Sub-Brand Menus
  Offer regional favorites (Caribbean, burgers, casual eats) via location-specific menus accessible through zip code recognition.

Scaling to New York, California, Chicago, etc.

- Multi-Region Fulfillment Management
  Use software's "kitchen hub" system to assign orders to the appropriate co-packing facility or kitchen based on the customer's zip code.
- Multi-Storefront Capability
  Operate multiple websites or storefronts under a single backend for efficiency and brand flexibility.
- API Integration for Hotel & Corporate Portals
  Partner portals for hotels and businesses to bulk order meals or enroll in employee plans via white-labeled extensions of the software.

Benefits

Proven

- We have been using the software with great success in the Canadian operations after testing other ones. Our system is live at www.allyourmeals.com

Scalability

- Easily supports regional expansions, new kitchens, and customer bases without needing entirely new infrastructure.

Automation

- Reduces manual labor in fulfillment, billing, routing, and customer service by automating order flows.

Customization

- Enables full brand control (colors, fonts, imagery, domains) and flexible menu logic by customer profile, zip code, or dietary preference.

Data & Insights

- Dashboard analytics on order volume, retention, meal popularity, and customer LTV to inform marketing and menu strategies.

Time-to-Market

- The USA platform allows rapid deployment in new cities with minimal tech development required.

Cost Efficiency

- Removes need for a large internal dev team, allowing resources to go toward growth, logistics, and customer acquisition.

The company can also integrate AI and personalization engines (as discussed in the marketing plan) by building modular add-ons or embedding tools (e.g., calorie tracking, dynamic recommendations) into the front end via their API or custom code blocks.

U.S. Meal Prep & Delivery Market Overview

The U.S. meal prep and delivery market continues to experience strong growth as consumers increasingly prioritize convenience, health, and value. The U.S. meal kit delivery market was valued at approximately US$15.3 billion in 2025 and is forecast to reach US$28.6 billion by 2033, representing a 7.3% CAGR. Globally, the meal kit and prepared meal industry is expected to grow at an even faster pace, driven by increasing demand for convenient, nutritious, chef-prepared meals. (grandviewresearch.com)

Consumer preferences are shifting away from traditional "cook-from-scratch" meal kits toward ready-to-heat ("Heat & Eat") meals that deliver restaurant-quality food with minimal preparation. While "Cook & Eat" remains the largest category today, Heat & Eat is the fastest-growing segment, reflecting changing lifestyles and demand for greater convenience. (grandviewresearch.com)

Digital ordering continues to dominate the industry, with consumers increasingly purchasing meals through websites, mobile apps, subscriptions, and personalized recommendations. Growth is being fuelled by busy professionals, hybrid work environments, urbanization, rising health consciousness, and increasing demand for high-protein, plant-based, gluten-free, and other customized dietary options. AI-driven personalization, flexible subscription models, and efficient logistics are becoming important competitive differentiators. (grandviewresearch.com)

These trends strongly support expansion strategies focused on scalable co-packer production, efficient national distribution, flexible ordering models, and premium chef-prepared meals. Companies positioned within the rapidly growing Heat & Eat segment are particularly well placed to benefit from evolving consumer preferences as Americans continue shifting spending from restaurant dining toward convenient, high-quality meals enjoyed at home. (grandviewresearch.com)

Key Metrics

- U.S. Meal Kit & Delivery Market (2025): US$15.3 billion
- Projected U.S. Market (2033): US$28.6 billion
- Forecast Growth: 7.3% CAGR (2026–2033)
- Fastest-Growing Segment: Heat & Eat (ready-to-heat meals)
- Largest Current Segment: Cook & Eat meal kits
- Primary Growth Drivers: Convenience, health-conscious consumers, hybrid work, digital ordering, personalized nutrition, and subscription services.
- Key Consumer Trends: High-protein meals, plant-based options, clean-label ingredients, AI-powered personalization, and flexible purchasing models. (grandviewresearch.com)

Onboarding Costs / Marketing

The following makes assumptions based on historical data from the company and from the industry. Given that the company is scaling its business significantly, the company believes that overhead and costs will remain static as it outsources much of the business to third party co-packers and shipping companies.

The customer acquisition cost (CAC) for a meal prep and delivery customer in the USA can vary significantly depending on factors such as the marketing channels used, the level of competition in the market, and the efficiency of your campaigns. On average, CAC for meal delivery services is estimated to range between $100 and $300 per customer. Here's a breakdown of factors that influence this cost:

1. Marketing Channels

• Digital Advertising (Google Ads, Facebook Ads, Instagram): These are primary acquisition channels, with costs depending on the competition for ad placements.

• Cost per lead: $20–$50. All Your Meals is around $26.

• Cost per acquisition (converting lead to customer): $100–$200. This includes customer service follow ups, marketing costs for newsletters, and upselling.

• Influencer Partnerships: Ranges widely based on influencer size, but typical CAC from influencers can fall between $50–$150 per customer if well-targeted.

• Email Marketing/Referral Programs: Generally lower CAC, around $20–$50 per acquisition. This cost should be noted when we buy or rent databases from other producers.

2. Promotions and Discounts

• Many companies offer discounts for the first order, free trials, or other promotions, which can significantly increase the initial CAC. Typically, the Company offers 30% off for the first order.

3. Operational Scale

• Established brands with higher brand awareness (e.g., HelloFresh, Blue Apron) may have lower CAC due to their economies of scale and brand recognition. The company will see a lower CAC as it expands

4. Retention Impact

• A higher CAC can be justified if the lifetime value (LTV) of the customer is significantly higher. A good benchmark is an LTV-to-CAC ratio of 3:1.

Customer Value

The customer lifetime value (CLV) for a meal prep and delivery customer in the USA varies widely depending on the average order value, customer retention rates, and the number of orders placed over a typical customer lifecycle. Here’s an estimated breakdown:

5. Monthly Spend

- Average Order Value (AOV): \$60–\$120 per delivery (depending on portion sizes, frequency, and add-ons).
- Orders per Month: Most customers order 2–4 times per month.
- Estimated Monthly Spend: \$120–\$480.

6. Retention and Average Customer Lifespan

- Subscription Services: Customers typically stay active for 6–12 months on average. High-performing companies with excellent retention strategies may extend this to 18+ months.
- Non-Subscription/On-Demand Services: Customer engagement is more sporadic, with many customers ordering only a few times. This is a key metric that the company can work on to improve its bottom line through seasonal and event-driven promotions.

7. CLV = (AOV) × (Orders Per Month) × (Customer Lifespan in Months)

- Low-End Estimate: \$60 (AOV) × 2 (orders/month) × 6 (months) = \$720
- High-End Estimate: \$100 (AOV) × 4 (orders/month) × 12 (months) = \$4,800
- A realistic average CLV for a well-managed service is typically between \$1,000 and \$2,500 per customer.

8. Factors Influencing CLV

- Upselling and Add-ons: Offering premium meals, sides, or desserts can increase AOV and CLV.
- Retention Strategies: Loyalty programs, discounts for continued subscriptions, or personalized experiences can extend customer lifespan.
- Churn Rate: High churn rates can significantly lower average CLV.

Summary

For meal prep companies in the USA, the sweet spot for a profitable CAC-to-CLV ratio is 1:3 or better, meaning if the CLV is \$1,500, the CAC should ideally be \$500 or less. If we want to maximize CLV, focusing on retention strategies like subscription incentives and engaging customer support can make a big difference.

Biographies Key Personnel

Overview

The new U.S. meal prep and delivery company is positioned for strong and sustained growth, thanks to a highly capable leadership team with a proven track record in food service, digital marketing, operations, and public market strategy. This team is the same group behind AllYourMeals.com, a successful Canadian meal prep brand operated by OTC-listed Food Culture Inc. (FCUL).

The strategic oversight provided by Benny Doro, a seasoned entrepreneur with decades of experience in building and monetizing digital platforms. Benny has successfully led companies in the media, music, and e-commerce sectors, with a deep specialization in digital marketing, online customer engagement, and scalable tech infrastructure. His background includes launching consumer brands and scaling online revenue through performance marketing, influencer networks, and affiliate ecosystems—an approach that will be critical as the new company enters highly competitive U.S. markets like Florida, North Carolina, California, and New York.

Patrick Smyth is key to operational growth, whose experience includes scaling multiple consumer-facing brands in both Canada and the U.S., is instrumental. Patrick has a deep background in brand development, corporate finance, and early-stage growth strategy. He has led ventures across food production, health and wellness, cannabis, and technology, and has a long-standing focus on customer acquisition, loyalty, and retention strategies. His experience in market expansion and partnership development makes him ideally suited to drive the company's U.S. rollout.

With their combined strengths, the leadership team offers a rare blend of operational discipline and marketing firepower, ensuring the new U.S. venture has the right foundation to thrive quickly and sustainably.

Current responsibilities

Benny will be transferring operational management of the Canadian operations and has been training key personnel to take over. He will remain on the Board and advise where necessary. Patrick is already working on the development of the US operations and will be passing off marketing of the Canadian company to outside contractors.

Neither principal has employment/consulting contracts with the new US Company.

Biographies

Benny Doro, the visionary Founder and CEO of the company and is channeling his extensive expertise in venture capital, early-stage financing, entertainment media, and financial payment software into the rapidly expanding meal preparation and delivery sector. With a strategic focus on growth, his global network is paving the way for All Your Meals' ambitious expansion into large markets, particularly the United States, with the goal of capturing significant market share.

in 2002, Mr. Boro became a partner in the Wall Street-based private investment banking firm MarketView Financial Group, Inc., where he played a pivotal role in shepherding numerous projects from inception through funding and ultimately to public offerings.

Under Mr. Doro's leadership as Founder and President, Universal Vision Group emerged as a leader in e-commerce software solutions, offering multi-currency pre-paid cards to corporate and individual users. The company also established itself as a key e-commerce payment systems provider, boasting relationships with multiple banks and a broad international client base.

Mr. Doro serves on the board of Pyramid Media Inc., home to multiple artists and supported by major distribution partnerships, including INgrooves Fontana and Universal Music Group Distribution—the largest music distributor globally.

Mr. Doro founded NextLevel Productions in 1995, a multimedia advertising and marketing firm, where he managed high-profile clients and brokered content deals with artists such as Madonna, U2, KISS, Britney Spears, and Jessica Simpson. In 2001, the company merged with Wiremix Media Inc., becoming a dominant player in digital advertising for the online gambling industry. He successfully negotiated the sale of NextLevel to a publicly traded company in 2002.

Mr. Doro's early career included managing and performing with a rock band under the mentorship of Paul Stanley of KISS, gaining invaluable experience in the global music and entertainment industries. Since 2017, Mr. Doro has served as Chairman of the Board for *Kids in Seats*, a nonprofit organization dedicated to providing free tickets to major sports and entertainment events for at-risk children.

Through partnerships with social service agencies and schools across the United States, the organization creates memorable experiences that serve as incentives to inspire positive achievements.
With a dynamic background spanning finance, entertainment, and technology, Benny Doro brings unparalleled insight into the meal prep and delivery industry, driving its mission to revolutionize the meal delivery industry while scaling into international markets.

Patrick Smyth has spent the past twenty five years in Corporate Finance and Marketing , and has a deep understanding of corporate securities finance & marketing pertaining to public and private companies.

Most recently, he advised Food Culture Inc.(OTC: FCUL), a food production and delivery company based in Las Vegas utilizing a propriety software that has the operational infrastructure, logistics management and delivery-based capabilities to produce meals across North America. The company's software tracks meals from ordering, ingredient acquisition, meal preparation, delivery, and payment.

In 2021, he founded Whistler Harvest, an innovative indoor vertical farm specializing in gourmet mushrooms and vibrant microgreens, the company has consistently delivered fresh, locally grown produce to southwestern BC.

He was previously the CFO of Megalodon Energy USA Corp. (Wyoming) and Megalodon Energy North Corp. (Alberta) where he was part of the founding team that raised over $16 million in financing. He also worked at UnionTown Energy Inc. was an Independent Oil & Gas Company whose focus is the acquisition, development and production of oil and natural gas properties in Montana and Wyoming.

As a cofounder and securities law advisor of a successful lifestyle brand in the cannabis industry called Ross' Gold, Patrick defined all of the brand messaging, ethos, values, copywriting, design, logos, packaging, graphics and signage. With his team, they created hype and launched successful product lines with multiple partnerships domestically and internationally. Produced multiple television and media events, managed team of marketing experts and increased value of brand through to sale to a third party.

Mr. Smyth was the founder of an electronic transaction processor and provider of online payment solutions working closely with major banks and industry partners including Bank of America, JP Morgan Chase, Jack Henry Profitstars, Citi, and clients including UPS, The State of New York, The State of California, Cardinal Commerce, Simon Properties, Mondo Prepaid Debit Card, Universal Vision and Transfirst.

Patrick Smyth coined the phrase, 'Branding Tomorrow's Business'© , following that mantra when analyzing the marketplace. As owner of an advertising agency, he managed multiple clients including negotiating content deals with Madonna, Van Halen, U2, KISS, David Lee Roth, Britney Spears, Jessica Simpson, Sony, Lotus Communications, Warner Bros. and endorsement contracts with the likes of Larry Holmes, Fuzzy Zoeller and Rodney Dangerfield.

Risk Assessment

1. Industry-Specific Risks

a. Competitive Market Environment

• The meal prep and delivery industry is highly competitive, with several established players, such as Blue Apron, HelloFresh, and smaller regional competitors. Increased competition may affect market share and pricing strategies.

• Shifts in consumer preferences could impact demand for meal kits or pre-prepared food services.

b. Regulatory Compliance

• Compliance with food safety regulations, including the FDA's Food Safety Modernization Act (FSMA), will be critical as company expands into the U.S. market. Non-compliance may result in significant penalties or operational disruptions.

• Labeling requirements for allergens, nutritional facts, and claims (e.g., organic or gluten-free) are strictly regulated.

2. Operational Risks

a. Supply Chain Disruptions

• Reliance on a co-packer increases dependency on third-party vendors for timely production and delivery. Any issues with the co-packer could result in delays or product shortages.

• Global supply chain disruptions, such as those caused by geopolitical conflicts or natural disasters, may impact ingredient availability and pricing.

b. Quality Control

• Maintaining consistent quality across all products is essential to preserve brand reputation. Any lapses in quality control could lead to customer dissatisfaction or legal issues.

3. Financial Risks

a. Capital Requirements

• Scaling operations in the U.S. may require significant investment in marketing, logistics, and infrastructure. Failure to secure sufficient capital could limit growth potential.

• Exchange rate fluctuations, if operating internationally, could affect profitability.

b. Profitability Challenges

• High customer acquisition costs in the U.S. market could impact margins.

• Dependency on promotional pricing or discounts to attract customers could reduce profitability

4. Legal and Compliance Risks

a. SEC and Financial Disclosure Compliance

- As part of the filing process, company must ensure complete and accurate disclosures regarding financial performance, operations, and management. Any inaccuracies could lead to delays or regulatory scrutiny.
- Compliance with anti-money laundering (AML) and other financial reporting standards is mandatory.

b. Intellectual Property Risks

- Protecting trademarks, recipes, and other intellectual property is critical in a competitive industry. A lack of protection could lead to unauthorized use or brand dilution.

5. Market Risks

a. Economic Conditions

- Economic downturns or inflation may reduce consumer spending on non-essential services like meal delivery.
- Rising transportation costs could impact delivery pricing and profitability.

b. Geographic Expansion Risks

- Entering the U.S. market poses risks related to unfamiliar regional regulations, consumer preferences, and logistical challenges.

6. Technology Risks

- Cybersecurity threats and data breaches could compromise customer data, resulting in reputational damage and potential legal liabilities.
- Dependence on technology platforms for order processing and delivery logistics increases exposure to risks related to system failures or outages.

Addendums

Acquisition costs

Digital Advertising	Google Ads, Facebook Ads, Instagram
Cost per lead	\$20–\$50, All Your Meals: \$26
Cost per acquisition	\$100–\$200 (includes follow-ups and marketing)
Influencer Partnerships	\$50–\$150 per customer (if well-targeted)
Discounts	30% off for first order
Established Brands	Lower CAC with brand expansion to Toronto and USA
LTV-to-CAC Ratio	Benchmark: 3:1
Monthly Spend AOV:	\$60–\$120, Orders/month: 2–4, Spend: \$120–\$480
Retention	6–12 months, potentially 18+ with strong retention
CLV (Low-End)	\$720 = \$60 × 2 × 6
CLV (High-End)	\$4,800 = \$100 × 4 × 12
Upselling/Add-ons	Premium meals, sides, desserts
Retention Strategies	Loyalty programs, subscription incentives
Churn Rate	High churn significantly lowers CLV
Profitability	CLV should be 3× CAC for profitability

Sample Ads (static)


DAY IN THE LIFE
Eat. Fuel. Repeat.
420 CALS
26g PROTEIN
HEALTHY BREAKFAST
530 CALS
42g PROTEIN
LUNCH AT WORK
460 CALS
49g PROTEIN
POST-WORKOUT MEAL
420 CALS
26g PROTEIN
GRILLED CHIBE
ALL YOUR MEALS
AllYourMeals.com


Happy
INDEPENDENCE DAY!
As we celebrate the Fourth of July, I want to take a moment to thank you for being part of the All Your Meals family.
Independence Day is about coming together with family, friends, and neighbors to celebrate the freedoms we cherish. Whether you're enjoying a backyard BBQ, watching fireworks, or simply spending time with loved ones, we hope your day is filled with great food and unforgettable memories.
From everyone at All Your Meals, thank you for your support as we continue building a company dedicated to making delicious, chef-crafted meals more convenient for busy families across America.
Wishing you and your family a safe, happy, and memorable Fourth of July!
Happy Independence Day!
Benny Doro
Founder & President
All Your Meals
ALL YOUR MEALS
Deliciously crafted.
Conveniently delivered.


Deliciously crafted.
Conveniently delivered.