Sidoti Emerging Growth Convention
March 31, 2016

PREMEASURED | PREPACKAGED | PERFECTION
Forward Looking Statements

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Barfresh’s Differentiated Product & Process

<table>
<thead>
<tr>
<th>Operational Simplicity</th>
<th>Ingredients</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Perfect consistency every time</td>
<td>• No artificial colors or flavors</td>
</tr>
<tr>
<td>• Inventory Control</td>
<td>• Premium taste</td>
</tr>
<tr>
<td>• Makes a smoothie in <strong>15 seconds</strong></td>
<td>• Clean labeling</td>
</tr>
<tr>
<td>• Only equipment needed: <strong>Blender</strong></td>
<td>• Real <strong>fruit</strong></td>
</tr>
<tr>
<td>• <strong>No waste</strong>, no spoilage</td>
<td>• Gluten free</td>
</tr>
<tr>
<td>• Reduces labor</td>
<td>• Kosher certified</td>
</tr>
<tr>
<td>• No complicated installation</td>
<td></td>
</tr>
<tr>
<td>• Portion controlled</td>
<td></td>
</tr>
</tbody>
</table>

**THE barfresh PROCESS:**

- **Real Fruit**
- **Ice**
- **Water**

15 seconds in blender

**a whirl class blended beverage**
Barfresh at a Glance

Barfresh owns the domestic and intellectual property rights to its products’ sealed pack of ingredients. Barfresh acquired patent applications filed in the United States and Canada from certain related parties. Barfresh acquired all of the related international patent rights, which were filed pursuant to the Patent Cooperation Treaty, have been granted in 13 jurisdictions and are pending in the remainder of the jurisdictions that have signed the PCT. In addition, the Barfresh purchased all of the trademarks related to the patented products.

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(2) Exclusive sales agreement with PepsiCo North America Beverages signed on 10/26/15.
I. Introduction

II. Industry

III. Product

IV. Sales Strategy
   • Sysco
   • PepsiCo

V. Operations Overview

VI. Key Takeaways
II. INDUSTRY OVERVIEW
Frozen Beverages: Fastest Growing Beverage Category

Beverage Sales by Category

- Carbonated Soft Drinks (CSD) 37%
- Coffee 12%
- Iced Tea 14%
- Lemonade 3%
- Frozen Beverages 9%
- Milk 4%
- Juice 5%
- Bottled Water 6%
- Other 10%

Frozen Beverages have been the fastest growing category since 2009.

Frozen Beverages represent the 4th largest non-alcoholic beverage category in food service.

Market Share Growth by Beverage Category Segment over last 5 Years

- Milk: -8.3%
- Juice: -5.5%
- Coffee: -5.1%
- Iced Tea: 2.7%
- Lemonade: 3.8%
- All Other: 11.2%
- Bottled Water: 11.4%
- Frozen Bev*: 15.6%

*Frozen coffee, shakes, smoothies, slushes

Source: NPD CREST
Smoothies are an All Day Opportunity

Grow Sales in Non-traditional Dayparts

Smoothie Sales Throughout the Day

- After 5 PM: 14%
- Before 11 AM: 15%
- After Lunch (1PM-5PM): 41%
- During Lunch Rush (11AM-1PM): 30%

Smoothies: A Snack or a Meal?

- 59% Snack
- 25% Part of a Meal
- 16% Meal

Source: Vitamix/ORC International
III. PRODUCT OVERVIEW
Barfresh Product Portfolio

**CHOCOLATE SHAKE**
- low fat chocolate ice cream, milk

**STRAWBERRY SMOOTHIE**
- Plump, juicy strawberries, sorbet, all natural pear juice

**VANILLA SHAKE**
- low fat vanilla bean ice cream, milk

**CARIBBEAN SMOOTHIE**
- Sweet mango & tangy pineapple, sorbet; all natural pear juice

**FRUITS & GREENS SMOOTHIE**
- tropical sorbet, pineapple crush, mango and banana puree, spinach and kale puree, apple juice & spirulina

**TRIPLE BERRY SMOOTHIE**
- Berry sorbet, strawberry puree, blueberries, pineapple crush, and pear, raspberry, blueberry juice

**MANGO BURST SMOOTHIE**
- sweet, juicy mango, sorbet, all natural apple juice

**CARAMEL MACCHIATO FRAPPE**
- espresso coffee, caramel, low fat chocolate, ice cream, milk

**MOCHA FRAPPE**
- espresso coffee, low fat chocolate ice cream, milk

**MANGO SMOOTHIE**
- Sweet, juicy mango, low fat frozen yogurt, all natural apple juice

**STRAWBERRY BANANA SMOOTHIE**
- sweet strawberries & ripe bananas, low fat frozen yogurt, all natural pear juice

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**WHIRL・CLASS**
because...

Our smoothies are made with real fruit and contain no artificial flavors or colors. Our shakes & frappes are made from premium ingredients. All of our flavors are gluten free, kosher certified and soul-stirringly delicious.
Ingredient Guidelines Meet Nutritional Requirements

Ingredient Line Guidelines: Smoothies

- Less than 300 calories
- Less than 6 grams of total fat
- Less than 2 grams of saturated fat
- Greater than 3 grams for fiber
- Greater than 8 grams of protein for yogurt smoothies
- Minimal sugar added
IV. SALES STRATEGY
Sales Process Summary

• Product development
• Training
• Strategic partnership with Sysco and PepsiCo

Channel Prioritization
• Restaurants
• Healthcare
• Travel and Leisure
• Business and Industry
• College and University

& other distributors
• Facilitate new business
• Warehouse and deliver product
• Provide frozen supply chain to end customers
• Handle all receivables
• Activate 8,500 sales representatives

PEPSICO
• Drive distribution with enormous customer base
• Manage and maintain customer relationships
• Provide marketing, PR & trade support
• Full integration into PepsiCo system
Exclusive Distribution Partnership

- Exclusive multi-year partnership with the world's largest food & beverage distributor
- Full product distribution in all 72 Sysco operating companies across the US.
- Barfresh selected to its internal “Cutting Edge Solutions” marketing initiative in March 2016
- 5 Barfresh SKUs available (of 15 total) on the platform
- Dedicated Barfresh sales team of 40 members to work directly in support of Sysco operating companies
Exclusive Distribution Partnership

CUTTING EDGE SOLUTIONS
NEW & EXCLUSIVE!
Bar Fresh
Smoothies, Shakes and Frappes
Exclusive Distribution Partnership

Good things come from Sysco™

CUTTING EDGE SOLUTIONS

NEW & EXCLUSIVE!
Bar Fresh
Smoothies, Shakes and Frappes

Sysco proudly offers Bar Fresh smoothies, shakes and frappes. These creamy, delicious beverages, made with real fruit, come in a variety of flavors. They contain no preservatives, artificial flavors or colors. For a consistent, quality drink, blend one frozen Bar Fresh pouch with water and serve!

FEATURES AND BENEFITS
- Reduces labor with operational simplicity
- Consists of one frozen pouch serving and 5 oz of water per serving
- Requires only a blender to prepare
- Makes a smoothie in 15 seconds
- Prepares consistent, quality servings
- Provider portion control
- Eliminates waste without fresh inventory spoilage

Bar Fresh provides a delicious, healthy drink alternative for nutrition-conscious consumers seeking a convenient snack for themselves and their family.

** BETTER FOR YOU INGREDIENTS **
- No artificial colors or flavors
- Made with real fruit
- Gluten-free
- Kosher certified
- Clean labeling

** Retail at $3.99 **
** $2.99 in your pocket every 16oz portion! **
** 34 incremental sales per day equals over $22,020 annual profit **

BARFRESH

Visit www.chefbelfoodie.com For videos and recipes

Contact your local Marketing Associate for more information.
Proudly distributed exclusively from Sysco

** ornaments **

Bar Fresh by Sysco

Contact for more information.
Website: www.sysco.com

** Contact for more information. **
Website: www.sysco.com
Exclusive Distribution Partnership
Exclusive Sales Partnership

- Exclusive multi-year sales partnership with PepsiCo signed October 2015
- PepsiCo’s 1000+ Foodservice sales team trained and actively selling Barfresh
- In process and access to PepsiCo’s national, local, regional and new business customers in all lines of business (healthcare, travel and leisure, college and universities and restaurants)
- Currently in varied stages of product development and testing with several national customers
Barfresh National Account Pipeline

1. Nine potential accounts with 3,000+ locations
2. Five potential accounts with 500-2,000 locations
3. Ten potential accounts with <500 locations
National Account Sales Overview

Assumptions:

- Number of Restaurants: 3,000
- Barfresh beverages / day / location: 20
- Operating Days: 365

Volume Impact of One National Account:

\[ \text{Number of Restaurants} \times \text{Barfresh beverages / day / location} \times \text{Operating Days} = 22 \text{ million Barfresh beverages / year} \]

National Account Sales Order Process:

1. Product Demonstration
2. Product Testing
3. Exclusive Flavor Development
4. Market Testing
5. Roll-Out

Barfresh is currently in various stages of product development and testing with National Accounts representing over 37,000 restaurant locations.
V. OPERATIONS OVERVIEW
Manufacturing Capabilities / Relationships

- Working exclusively with contract manufacturers
- Model allows maximum flexibility to manage volume fluctuations and start up requirements
- Three month average lead time to bring new manufacturer online
- Barfresh owned packaging equipment in position on manufacturing line to work with contract manufacturer’s equipment and infrastructure
- CapEx for Barfresh equipment is ~$1 million per 20 million units (annually)
Manufacturing Capabilities / Relationships

• Existing contract manufacturer (Salt Lake City, UT) provides capacity for up to 14 million units per year

• Announced new contract February 3rd for additional production capacity in Searcy, Arkansas
  • Subsidiary of Shulze and Burch ("Yarnell’s")
  • Ability to ramp up to additional 100 million units of annual capacity
  • Location enhances efficiency of our supply chain, especially for destinations in the Eastern U.S.
  • First production to begin April 2016

• Significant opportunity to realize cost savings as we gain scale
Supply Chain In Place To Meet Increased National Demand

• Working with Sysco’s “forward warehousing” partners to enhance ability to service all Sysco regional operating companies nationwide
  • Moved inventory from Salt Lake City to 4 strategically located forward warehouses in Chicago (IL), Raynham (MA), Jacksonville (FL) and San Leandro (CA)
  • System facilitates quicker order fulfillment, and enables SYSCO OPCOs to order less than full pallet orders on a weekly basis to directly address specific customer requirements
  • Full truckload rates to forward warehouses, integrated logistics with SYSCO from forward warehouses to OPCOs
• Continuing to work with existing third party distribution and warehousing partners
V. KEY TAKEAWAYS
### Experienced Management Team

<table>
<thead>
<tr>
<th>Executive</th>
<th>Position</th>
<th>Yrs.</th>
<th>Select Prior Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riccardo Delle Coste</td>
<td>Founder &amp; Chief Executive Officer</td>
<td>15</td>
<td>barfresh, zoopnjuice</td>
</tr>
<tr>
<td>Joseph Tesoriero</td>
<td>Chief Financial Officer</td>
<td>30</td>
<td>Dole, Global Crossing Ltd., Coleman</td>
</tr>
<tr>
<td>Joseph Cugine</td>
<td>President</td>
<td>30</td>
<td>PEPSICO, Yum!, P&amp;G</td>
</tr>
<tr>
<td>Sarah Grover</td>
<td>Chief Brand and Strategy Officer</td>
<td>26</td>
<td>California Pizza Division, CNN</td>
</tr>
<tr>
<td>Craig Bennett</td>
<td>Director – Product Manufacturing &amp; Development</td>
<td>30</td>
<td>Mrs.Fields, Kraft General Foods, Unilever</td>
</tr>
<tr>
<td>Tim Trant</td>
<td>Chief Customer Officer</td>
<td>25</td>
<td>PEPSICO, pepsi americas</td>
</tr>
</tbody>
</table>

The Barfresh team brings significant operational experience to the table, along with the drive and passion to grow Barfresh to its full potential.
Key Takeaways

1. Smarter frozen beverage delivery system that’s on-trend – solves traditional food-service issues: waste, labor, consistency

2. National distribution via exclusive w. Sysco – Barfresh sales force aligned w. Sysco’s internal marketing initiatives

3. Exclusive partnership with PepsiCo increasing account access and speed to market with large prospects

4. Scalable infrastructure in place to generate margin expansion as sales accelerate

5. Experienced and invested management team: Industry veterans and high insider ownership (~75%)
# Snapshot of Barfresh Food Group

## Company Summary

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<table>
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<tr>
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<tbody>
<tr>
<td><strong>Stock Symbol (OTCQB)</strong></td>
<td>BRFH</td>
</tr>
<tr>
<td><strong>Stock Price</strong></td>
<td>$0.83</td>
</tr>
<tr>
<td><strong>52-Week Range</strong></td>
<td>$0.41 to $1.13</td>
</tr>
<tr>
<td><strong>Shares Outstanding</strong>*</td>
<td>94 million</td>
</tr>
<tr>
<td><strong>Market Capitalization</strong></td>
<td>$78 million</td>
</tr>
<tr>
<td><strong>50-day Average Daily Volume</strong></td>
<td>35,854</td>
</tr>
<tr>
<td><strong>Year founded</strong></td>
<td>2012</td>
</tr>
<tr>
<td><strong>Headquarters</strong></td>
<td>Beverly Hills, California</td>
</tr>
</tbody>
</table>

*Figures are presented pro-forma to include 7.4 million shares issued in conjunction with the company’s equity financing that closed on February 29, 2016*

As of 3/28/2016