

„At Adventure Menu we simply believe,  
that you can eat better outdoors.  
Enjoy every moment of your adventure  
with great taste, 100% natural  
nutrition and highest possible convenience.  
Meet Adventure Menu...the first  
real food to go.“

Radek Slabý - Founder





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# EXECUTIVE SUMMARY

## **QUICK DESCRIPTION**

Adventure Menu is Czech (EU) based company producing home-made-quality 100% natural meals for leisure and professional outdoor activities. With unique technologies for both ready-to-eat and lightweight meals we offer trully complete „outdoor catering“ for any possible activity.

## **OUR MISSION**

To offer a complete range of 100% natural meals with great taste and the easiest preparation for all kinds of outdoor activities and help people to eat much better on their everyday adventures.

## **OUR VISION**

To become the leading production and inovation company in top-quality outdoor food market.





# EXECUTIVE SUMMARY

## **OUR VALUES**

### **GIVING THE BEST QUALITY AND SERVICE**

Good will never be enough. That is our promise to our customers and partners.

### **AIMING FOR INOVATIONS THAT HELPS**

We create impossible to enrich adventures or simplify everyday life of our customers.

### **BONDED WITH CUSTOMERS**

We want to create a community. Share new adventures, moments, get feedbacks. Only that way we can keep our promises above.

### **READY FOR ANYTHING, HOME OUTDOORS**

Adventure Menu was born outdoors. Even though its use is literally unlimited, we want to be still loyal to its original purpose.

### **NATURE INSPIRED, NATURE FRIENDLY**

We want to preserve the main source of our inspiration and the only source of our ingredients.



# EXECUTIVE SUMMARY

## **COMPANY SYNOPSIS**

Founded in 2011 in a small college apartment, Adventure Menu set the goal to bring the best taste and quality meal to all outdoor enthusiasts, adventurers and travellers around the world. Two men team succeeded in development of unique technology process of preparation 100% natural complete meal, with long shelf-life and the easiest preparation ever. **Ready-to-eat meals were born** and it's incredible taste of home-made food started to attract customers. It was the 1st ready-to-eat (non-dehydrated) outdoor meal on EU market, suitable for vast number of activities, that don't require lightweight equipment. **Flameless heating was added** to maximize the comfort of preparation and to lower the carried weight.

With limited financing, mostly from friends&family sources, Adventure Menu chose longer, but much more personal promotion strategy consisting of participation on specialised sport events, making tastings and talking face-to-face with our customers. Especially tastings became the most powerful instrument, that really convinced about the difference from all other options on the market.

Still in a small team, Adventure Menu became the leading outdoor-food brand on the Czech local market and started to develop a distribution network across Europe.

Even though ready-to-eat meals found it's rightful place on the outdoor/tactical market, the original goal was to bring the best taste meals to **ALL** adventurers. That is why **development of LIGHTWEIGHT meals** became the next major step. As set deeply in company's philosophy, every product must bring a significant added value to the customer. With that in our minds and also with knowledge about well developed competition, we knew, that our new meals need to be the same top-quality and taste as our standard meals, but in super-lightweight package. Challenge accepted and 2,5 years later, our own technology of **VACUUM-DRYING®** was finished! This unique technology helps us to save 30% of energy on drying process and thanks to that, we can keep the top-quality ingredients and hand-made work, but still put a competitive price. Plus it is the most ecological food-drying process there is!

# COMPANY OVERVIEW

## **MARKET OPPORTUNITY**

Since 2011 we can see growing interest in high quality outdoor meals year by year. Most of the competitors don't react on this growing demand and we see a great potential in creating strong brand awareness as soon as possible.

Since we have created outdoor meal with „home-made food“ qualities, we started to change the customers perception from „emergency food“ to „every-day-use food“. From more than 160 retailers on our local market we have acknowledged, that customers return for Adventure Menu much more often, than for regular outdoor meals which leads to much higher volumes.

There are more reasons why customers choose 100% natural meal over lower quality food.

- 1) ENSURES **NATURAL NUTRITION** FOR THE BODY
  - all the nutrition is absorbable by body!
- 2) SIGNIFICANT **REDUCTION OF DIGESTIVE PROBLEMS**
  - especially outdoors in exotic destinations
- 3) TASTY WARM FOOD HELPS WITH **MENTAL CONDITION**
  - fuel not only for the body, but also for tired mind

Adventure Menu is the only company, that produces both Ready-to-eat and Lightweight meals, which means we can offer the complete range of outdoor meals for every possible activity. Since customers tend to have one favourite brand, it gives us unique advantage over other competitors who offer only one product range and with lower quality.





# COMPANY OVERVIEW

## **OUR PRODUCTS**

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All our products have these key benefits in common:

### - **100% NATURAL**

- we use only top-quality ingredients made without any chemical additives
- we don't use any chemicals and preservatives in any step of our production

### - **HAND-MADE**

- all the meals are cooked by professionals and every batch is produced under control of our chefs
- we use traditional cooking methods to achieve the right taste of every meal

### - **LONG SHELF-LIFE** WITHOUT PRESERVATIVES

- thanks to our unique preservation technologies, we can keep the meal 100% natural for more than 3 years without single chemical additive

### - **PERFECT TASTE** OF FRESH MEAL

- since the meal is cooked exactly like in a good restaurant and preserved naturally, the final taste is also same as with freshly cooked meal
- unlike other „pouch“ meals, Adventure Menu doesn't have any aftertaste



# COMPANY OVERVIEW

OUTDOOR  
INDUSTRY  
AWARD 2018  
FINALIST



## VACUUM-DRIED **LIGHTWEIGHT MEALS**

Cooked first and then gently dehydrated by our own VACUUM-DRYING technology.

- **up to 80% of weight loss**
- **30% energy saved compared to freeze-drying** (used by all the competition)
- **packed in vacuum** -> the smallest volume + no need of oxygen absorber
- **water line inside of the pouch** -> easy and accurate
- **quick rehydration with hot or cold water**
- **can be heated up with ADM Flameless heater**
- **11 different meals** in STANDARD and BIG portions (breakfast, soups, main meals)





# COMPANY OVERVIEW

STERILIZED **READY-TO-EAT MEALS**



**Highest comfort and the best quality ingredients.  
Just heat it up and enjoy!**

Sterilised meals are perfect for activities, that don't require ultralight equipment, but where you need extreme convenience.

- **easiest preparation** - just heat up and eat
- **3 years shelf-life** without refridgerator
- **18 different meals** (breakfasts, main meals)
- **no water needed**
- **can be heated up with ADM Flameless heater**
- **gluten-free meals**

**NOTE: not produced in our production; produced by contractor**



# COMPANY OVERVIEW



## FLAMELESS HEATING SYSTEM

### Heat up any ADM meal without fire!

Our system works on exothermic reaction between calcium-oxide and water. In 12-20 mins it heats up the meal without stove or fire!

- **lightweight** (only 20g for 1 meal)
- consists of the **zipper-bag** (reusable) and **heating pad** (1 time use)
- works even with **dirty or salty water**
- heating pad is **bio-degradable**





# COMPANY OVERVIEW



## SNACKS

To complete the whole-day food range, we offer two types of quick and nutritious snack. Jerky and Trail Mix are perfect natural energy boosters, when you don't want to stop.

- **lightweight**
- resealable with the zipper
- **Jerky:** Beef or Turkey - only meat and salt; no additives
- **TrailMix:** 2 types of mixtures (Jerky, dried fruit and nuts)





# COMPANY OVERVIEW

## **MILESTONES**

With most of the hard work and development already completed, we have laid the groundwork for rapid expansion going forward. Here is an overview of the main accomplishments since the idea was born in 2011.

### **TECHNOLOGICAL KNOW-HOW**

We have the complete knowledge for establishing our own production of both types of meals. We are in the process of patent registration for our VACUUM-DRYING technology.

### **BRAND**

Adventure Menu as a brand is complete in high international standard with all necessary materials. Since it is well tested on our local market, we know it will be well recognizable internationally.

### **CUSTOMER APPROVED**

After 10 years of actually being on the outdoor market, we have 99% positive feedbacks from our customers. Therefore we are able to effectively move within the market and use these insights in future massive impact.

### **DISTRIBUTION NETWORK**

With the knowledge from our well-established local market, we are able to give full support to our distributors so they succeed in the same way on their market.



# MARKET OVERVIEW

## TARGET GROUPS

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### BY INDUSTRY

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#### OUTDOOR

Hiking  
Camping  
Mountain bike  
Climbing  
Expeditions  
Off-road  
Motorcycles  
Sailing  
Ski touring/freeride  
Bushcraft

#### MILITARY/GOVERNMENT

Army  
Police  
NGOs  
Humanitarian org.

#### OTHERS

Survival  
Hunting  
Preppers  
Professional drivers  
Rescue forces  
Households  
Outdoor workers  
Food retail  
Special diet (glutenfree, lacto-  
sefree)

### BY TYPE OF MEALS

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#### LIGHTWEIGHT

Hiking, Climbing  
Camping  
Mountain bike  
Climbing  
Expeditions  
Motorcycles  
Ski touring/freeride

#### READY-TO-EAT

Off-road  
Sailing  
Bushcraft  
Army, Police  
NGOs, Humanitarian org.  
Hunting, Preppers  
Outdoor workers  
Professionals



# MARKET OVERVIEW

## **MARKETING STRATEGY**

### **EVENTS & TASTINGS**

The most important when explaining our advantages to potential customer is the taste. Unfortunately that is non-transferable in any way, so we need to go in the field.

Physical participation on top outdoor events is the best way of brand building and getting core passionate customers who spread the word.

### **MEDIA**

Print and online media specialized in main targeted fields are the necessary part of building brand awareness.

### **AMBASADORS**

People follow icons and leaders. We want to support main influencers for main target groups.

### **SEO & SOCIAL**

We will drive traffic and conversions to our website using social media marketing via Facebook, Instagram, YouTube, and others. We are also exploring SEO.





# MARKET OVERVIEW

## DIFFERENTIATING FACTORS

Adventure Menu maintains a unique competitive advantage over other existing outdoor food brands in several categories. Our biggest differentiators include:

### **BEST TASTE OF NATURAL MEAL**

Thanks to combination of hand-made cooking, quality ingredients and unique preservation technology we can ensure the right taste and natural nutrition of home-made meal. It is not cheap or fast, but it is right.

### **MUCH MORE SUSTAINABLE**

Our VACUUM-DRYING technology saves 30% of energy compared to traditional freeze-drying, which is used by all the competitors. For one machine it means 270.000kWh/year!

### **MEALS FOR EVERY ACTIVITY**

With both Ready-to-eat and Lightweight meal product range, we can easily reach to all target groups seeking for quality outdoor food.

### **FLAMELESS HEATING**

Unlike all other brands, we offer flameless heating system for both product ranges. That gives our customers unusual comfort when choosing whether to carry the stove or not.

# WE SUPPORT

WE ARE A MEMBER OF 1% FOR THE PLANET. THAT MEANS WE GIVE 1% OF OUR ANNUAL TURNOVER TO ANY NON-PROFIT ORGANIZATION WE CHOOSE, TO LOWER OUR IMPACT ON THE PLANET.



**FOR THE  
PLANET®**

— MEMBER —

Thank you very much for your interest in our business and I look forward to our possible future cooperation.

Radek Slabý - Founder

