



# Purely Smoked, Inc.

## Business & Financing Plan Summary

MAY 2025

### MISSION STATEMENT:

**“To produce and brand purely prepared food that generates craveable consumer happiness, and to spiritually and financially enrich the lives of everyday-people who partner with us to sell our food, experiencing the hope of foodservice entrepreneurship.”**

## INTRODUCTION



“**Purely Smoked, Inc.**” (PSI) is in business to mass-produce a uniquely superior quality of purely wood-smoked meat, poultry, and fish/seafood and related meal-dish recipes; collectively the “**Brand Foods.**”

To sell the Brand Foods, compact models of ventless, cashless, contactless, self-contained kitchens will be innovatively franchised to generate industry-high, revenue-asset return; collectively the “**Brand Concepts.**”

*We are a sophisticated “food-tech” enterprise!*

## PROBLEMS

The US foodservice sector will generate over \$1 Trillion food sales in 2025; however, there is still no major brand chain or franchise of wood-smoked food, nor is there a major retail brand. *A multi-billion-dollar, smoked food “market” exists untapped, and is open for us to capture!*

A foodservice franchise requires substantially more capital resource than the staff labor and managers who successfully operate franchises have access to. There is little chance for these people to increase their income.

## SOLUTIONS

We have the tactical and operational formula in place to put thousands of people into a Purely Smoked Kitchen™ franchise for a **\$25,000** fee; there is no further cash risk! *They operate our kitchen and own their income as equity.*



The Brand Concepts operate digitally without cash and customer-ordering contact; operators will speed-serve our delectable menu of freshly-prepared cuisine without on-site cooking of raw food. *Income can reach \$70+ per hour.*

**There are nearly 200,000 convenience stores & truck stops in the country, and the inside space devoted to dry goods will generate only \$15 per s/f of income annually. These stores all seek to up-grade their foodservice offered.**

***Our “modular kitchens” require 150s/f of inside space and we pay selected stores annualized rent of \$150 per s/f plus 1% of sales, and they get our beverage sales as well! Without risk, these stores will make \$40,000+ annually.***

The foodservice sector of “**Food Truck Operators**” is explosive and enticing; however, the real Net Income ~ after the costs of “servicing” to clean, supply, and prep for the next day ~ **is from just 10% to 20% of food sales.**

*Our “trailer kitchen” means operating simplicity and income efficiency to people with a pick-up truck! Franchise operators get paid **32.5%** of their sales, then take our trailer kitchen back to our hub for over-night servicing!*

## PRODUCT




Our business is predicated upon the superior quality of the Brand Foods that are purely smoked in very large, proprietary wood-burning ovens.

*No Brining of Fish and No Curing of Meat & Poultry*



An oven will smoke 18,000 entrée salmon fillets, or 10,000 boneless chicken breasts, or 15,000 beef or salmon burger patties, per 24-hour period.



At \$500,000 cost, an oven will support 100 Brand Concepts that can generate \$125M annual sales; at 20% margin, the profit per oven can be \$25M.

# The Brand Foods: Menu/Pricing for Every Target Demographic

*Smoked Beef, Pork, Chicken, Turkey, Salmon & Shrimp  
Menu Selection Variable Right to Respective Kitchens!*



**Burgers**  
**Sandwiches**  
**Pezza Loaf**  
**Pizza**  
**Quesadilla**  
**Ribs & Steaks**  
**Recipe Dish Meals**  
**Soup & Quiche**  
**Stuffed Pastries**





# The Brand Concepts: Industry-High ROI for Minimal Risk

Forecast Operation (*Installed in two days*)



**150s/f Self-Contained Modular Kitchen** **Cost: \$145,000**

*Placements Inside High-Traffic Locations Like C-Stores, Colleges, Etc.*

<b>Profit Contribution to PSI:</b>		<u>Monthly</u>	<u>Annually</u>
<b>Sales of Prepared Food</b>	<b>100.00%</b>	<b>\$70,000</b>	<b>\$840,000</b>
<b>Cost of Kitchen Operations:</b>			
Prepared Food & Packaging	35.00%	\$24,500	\$294,000
Operating Expenses	13.50%	\$9,450	\$113,400
Franchisee Commission	<u>30.00%</u>	<u>\$21,000</u>	<u>\$252,000</u>
<b>Total Operating Costs</b>	<b><u>-78.50%</u></b>	<b><u>(\$54,950)</u></b>	<b><u>(\$659,400)</u></b>
<b>Operating Profit to PSI</b>	<b><u>21.50%</u></b>	<b><u>\$15,050</u></b>	<b><u>\$180,600</u></b>
<b><i>ROI for Modular Kitchen</i></b>	<b><i>124.55%</i></b>		

## 200s/f Self-Contained Trailer Kitchen

**Cost: \$155,000**

*Operating At High-Traffic Locations and Contract Venues*

### Profit Contribution to PSI:

**Sales of Prepared Food**

**100.00%**

**Monthly**

**\$77,500**

**Annually**

**\$930,000**

### Cost of Kitchen Operations:

Prepared Food & Packaging

35.00%

\$27,125

\$325,500

Operating Expenses

15.50%

\$12,013

\$144,150

Franchisee Commission

32.50%

\$25,188

\$302,250

**Total Operating Costs**

**-83.00%**

**(\$64,325)**

**(\$771,900)**

**Operating Profit to PSI**

**17.00%**

**\$13,175**

**\$158,100**

**ROI On Trailer Kitchen**

**102.00%**



**The financial and operational leverage being provided by large corporate partners is supporting our roll-out scale of Brand Concept operations.**

**We will open Brand Concepts with financing.**

- *Brand Concepts are designed and ready to build.*
- *A facility in which to produce the Brand Foods is in place.*
- *Sophisticated IT infrastructure will provide real-time operational data and financial transparency.*
- *A platform of “**pilot operation-to-public financing**” is in place.*

## EXECUTIVE TEAM



**EDDIE FEINTECH, Chairman/CEO:** Eddie operated a small chain of smoked BBQ restaurants and has over 35 years of experience in foodservice operations, commercial food processing, and public company financing.



**DENNIS HARRISON, Ph.D., President/CTO:** Dennis is a senior IT executive extensively experienced in guiding IT development and implementation for large multi-national companies with over 50 million transactions per month.



**DONALD KRUEGER, CPA & Atty., Executive VP/CFO:** Donald is highly experienced in executive-level public accounting and auditing, which is enhanced by his legal expertise relative to both private business and public company management as general counsel.

# FINANCIAL

## Brand Concept Operating Assumptions:



### CALIFORNIA OPERATIONS:

**Regional Managers Operating:**

1

5

5

**Monthly Kitchens Opened Per Mgr:**

**Modular Kitchens**

1

1

1

*Modular Kitchens Installed In 2 Days*

**Trailer Kitchens**

2

2

2

*Trailer Kitchens Operational In 1 Day*

**Forecast Avg. Daily Orders** *(Open 10 Hours Daily)*

**Take-Away (With limited seating)**

75

85

95

*Avg. Order Price for Lunch & Dinner*

*\$17.00*

*\$18.00*

*\$19.00*

**Delivery**

30

35

40

*Avg. Order Price for Delivery*

*\$28.00*

*\$30.00*

*\$32.00*

**Catering & Retail (As % of Sales)**

15%

15%

15%

**Operators Required for All-Day Hours**

**Franchise Operators**

*One operator required per hour opened.*

**P/T Labor or Franchise Operators**

*One operator required for two 3-hr peak shifts.*

*For Trailer Kitchens*

*Trailer Kitchens may need one extra P/T for peaks.*

# Three-Year, Financial Forecast Modeling: CALIFORNIA ONLY

## PURELY SMOKED KITCHENS (PSK)

*A Wholly-Owned, Operating Subsidiary of Purely Smoked, Inc.*

“Franchisor” of Purely Smoked® Brand Concept Kitchens

	<i>Pilot Operations</i>		<i>No. CA Expansion</i>		<i>State Penetration</i>	
	<u>YEAR ONE</u>		<u>YEAR TWO</u>		<u>YEAR THREE</u>	
<b>New Brand Concepts Opened</b>	<b>19</b>		<b>132</b>		<b>180</b>	
<b>Total Brand Concepts Operating</b>	<b>19</b>		<b>151</b>		<b>331</b>	
<b>Total PSK Operating Revenue</b>	<b>\$5,115,695</b>	100.0%	<b>\$68,087,790</b>	100.0%	<b>\$215,394,148</b>	100.0%
<b>Cost of Inter-corporate Operations</b>	<b>(2,002,000)</b>	-39.1%	<b>(4,755,628)</b>	-7.0%	<b>(7,424,431)</b>	-3.4%
<b>Cost of brand Foods Sold</b>	<b>(1,267,958)</b>	-24.8%	<b>(16,851,181)</b>	-24.7%	<b>(56,988,497)</b>	-26.5%
<b>Cost of Brand Concept Operations</b>	<b>(2,377,576)</b>	-46.5%	<b>(33,679,709)</b>	-49.5%	<b>(104,893,215)</b>	-48.7%
<b>Operating Profit/(Loss)</b>	<b>(\$531,840)</b>	-10.4%	<b>\$12,801,272</b>	18.8%	<b>\$46,088,005</b>	21.4%
<b>Less: Mgt. Profit Share</b>	<b>0</b>	0.0%	<b>(640,064)</b>	5.0%	<b>(2,304,400)</b>	5.0%
<b>Net Operating Profit/Loss</b>	<b>(\$531,840)</b>	-10.4%	<b>\$12,161,208</b>	17.9%	<b>\$43,783,605</b>	20.3%

We are launching revenue operations in California; our entire business model is **self-contained** within this state. And because we produce and retain ownership to the Brand Foods until sold to consumers, we bypass USDA regulatory complexities and **reduce food cost**.

*California is our “**cookie-cutter**” model of state operation and when we achieve the **100-unit** milestone forecast within 24 months, proceeds from our IPO will finance expansion into surrounding states.*

# Three-Year, Financial Forecast Modeling: CALIFORNIA ONLY

## PURELY SMOKED, INC.

*A Nevada Corporation*

	<i>Pilot Operations</i> <b><u>YEAR ONE</u></b>	<i>No. CA Expansion</i> <b><u>YEAR TWO</u></b>	<i>State Penetration</i> <b><u>YEAR THREE</u></b>
New Brand Concepts Opened	19	132	180
Total Brand Concepts Operating	19	151	331
Net Operating Profit ( <i>PSK Operations</i> )	(\$531,840)	\$12,161,208	\$43,783,605
Depreciation Expense	(383,333)	(4,062,500)	(12,891,667)
Interest Expense	0	0	0
Income Before Taxes	(\$915,173)	\$8,098,708	\$30,891,938
Income Tax	0	(\$2,127,616)	(9,267,581)
<b>NET OPERATING INCOME</b>	<b>(\$915,173)</b> -17.9%	<b>\$5,971,092</b> 8.8%	<b>\$21,624,357</b> 10.0%
PSI Outstanding Shares Per Year	132,851,200	163,884,534	173,884,534
EBITDA Per Share	(\$0.004)	\$0.074	\$0.252
Net Income Per Share	(\$0.007)	\$0.036	\$0.124



# FINANCING REQUIREMENTS

**What Is Needed:** **\$5,000,000** Grows Brand Concept Franchises

**What Is Achieved:** **Monthly profitability within 12-15 months.**  
**Host affiliation agreements with chains.**  
**Co-Brand partnering with protein suppliers.**

<b>Use of Proceeds:</b>	<b>Production of Brand Foods</b>	<b>\$1,250,000</b>
	<b>Deposits on Brand Concepts</b>	<b>\$1,500,000</b>
	<b>IT Marketing &amp; Collateral</b>	<b>\$250,000</b>
	<b>General &amp; Administrative</b>	<b>\$750,000</b>
	<b>Working Capital Reserve</b>	<b><u>\$1,250,000</u></b>
	<b>Total Use of Proceeds</b>	<b>\$5,000,000</b>

**Highlights:** **\$750,000** Launches Revenue Operations.

# PURELY SMOKED, INC. (“PSI”)

\$750,000

## *Seed Equity Financing Will Prove It All.*

- *Proceeds will create production of the Brand Foods and begin Brand Concept revenue operations within 120 days.*
- *One co-brand partnership will be secured with a large c-store chain; \$5 Million of convertible debt financing will then underwrite growth.*
- *When 100 Brand Concepts are operating in 24 months, a public offering will be released to finance multi-state expansion.*
- *Equity shares are SEC-registered to be free-trading securities, creating opportunity for high, venture capital return with liquidity.*

## **CONTACT INFORMATION**



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