

## 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.”**



# Purely Smoked, Inc.

**Business Financing & Roll-Out Plan**

***A Strategic "Pre-IPO" Investment Opportunity***

**SEPTEMBER 2025**

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## 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!***

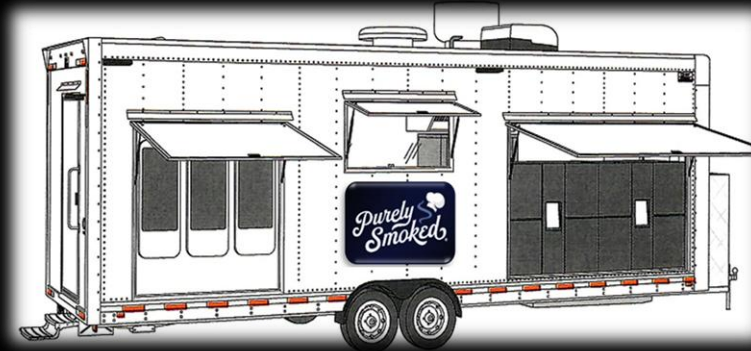
## PROBLEMS

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 their own “Purely Smoked Kitchen™” with just a **\$25,000** franchise fee. *They operate our kitchen and in three years will 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.*

## Self-Contained, 150s/f Compact Modular Kitchen

There are nearly 200,000 convenience stores & truck stops in the country, and the inside space devoted to dry goods only generates up to **\$33** per s/f of income annually. These stores seek to up-grade their foodservice offered.

*Our “modular kitchens” require **150s/f** of inside space and we pay selected stores annual 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.*

## Self-Contained, 200s/f Mobile Trailer Kitchen

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!*



# A Brand Concept Can Operate In Just 75s/f of Prep Space



## Menu Station

*Income Guaranteed. Without Risk*

"MENU STATIONS™ Use The Operating System Of "MODULAR KITCHENS"

*~ Just 75 s/f of space within the kitchen or food-prep area of the "host" establishment ~*

Coffee Shops | C-Stores | Bars/Lounges/Micro-Breweries | Gas Marts | Food Markets

### Easy Digital Ordering System, On-Site or Remote

*Menu Order Sent Instantly to Kitchen Staff  
Digital notifications for Time & Pick-Up  
Options for hot'n ready or cold'n heat order packaging  
Contactless Operation - No Employee Interactions*



### Quick Foodservice Sales

*High-Speed Oven Heating  
High Order Thru-Put  
Multiple Order Heating  
Ventless Kitchen Operations*



### Prepared Menu Cuisine: Breakfast | Lunch | Dinner

*Absolute Quality Consistency - Nutritional Purity  
Prepared Menu - No Cooking Raw Proteins  
Freshly Prepared By Staff - No Product Shrinkage  
Fast-Food Pricing - Premium Quality Cuisine*



### Order Pick-Up Cabinets

*No Employee Contact  
Digital Notice to Customer  
Third-Party Delivery Pick-Up  
Holds Hot & Cold Orders*





## 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>		<b><u>Monthly</u></b>	<b><u>Annually</u></b>
<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 the property acquisition and 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.*
- *Possession of processing facility with positive cash flow.*
- *Sophisticated IT infrastructure will provide real-time operational data and financial transparency.*
- *A platform of “**pilot operation-to-public financing**” is in place.*

## EXECUTIVE MANAGEMENT – Purely Smoked, Inc.



**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.



## SENIOR MANAGEMENT – Purely Smoked Kitchens, Inc.



**JASON ZANDRI, President / CAO:** Jason is a 30-year veteran executive with extensive IT and financial managing experience. Jason is also a successful entrepreneur and former legislator in his hometown, having administered its annual budget exceeding \$165M.



**CHEF WALTER ABRAMS, COO:** Walter is a culinary-trained chef with 25-years of foodservice operations in a wide range of senior and executive-level positions. Walter's expertise includes consulting for high-volume foodservice, menu commercialization, and full-service restaurant operations like managing Michelin Star kitchens.



**California is the pilot state operation; five regional markets will each be opened by a Regional Manager.**



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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**. We operate under State and FDA inspection services.

California is our “**cookie-cutter**” model of state operation and when we achieve the **100-unit** milestone during 2026, proceeds from our IPO will finance expansion into surrounding states.

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## Brand Concept Operating Assumptions:



### CALIFORNIA OPERATIONS:

**Regional Managers Operating:**

**Monthly Kitchens Opened Per Mgr:**

**Modular Kitchens**

*Modular Kitchens Installed In 2 Days*

**Trailer Kitchens**

*Trailer Kitchens Operational In 1 Day*

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

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

*Avg. Order Price for Lunch & Dinner*

**Delivery**

*Avg. Order Price for Delivery*

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

**Operators Required for All-Day Hours**

**Franchise Operators**

**P/T Labor or Franchise Operators**

*For Trailer Kitchens*

**YEAR 1**

**YEAR 2**

**YEAR 3**

1

5

5

1

1

1

2

2

2

75

85

95

*\$17.00*

*\$18.00*

*\$19.00*

30

35

40

*\$28.00*

*\$30.00*

*\$32.00*

15%

15%

15%

One operator required per hour opened.

One operator required for two 3-hr peak shifts.

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

# San Juan Bautista, CA To Be Corporate Headquarters

## 32,000 s/f State-of-Art (Fish) Processing Facility



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We are purchasing only the tangible & intangible assets of a thriving fish business, which includes the company's customer base and the ability to instantly capture the revenue/income then being generated. *This is an income-leveraged acquisition.*

In so doing, we will seamlessly insert our wood-smoking and packing operations into existing spaces and commence food production and state-wide distribution of the Brand Foods. We will produce for 2,500 **Brand Concepts** from this facility, while also enjoying a dramatically reduced fixed burn of start-up capital.

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## FINANCING REQUIREMENTS

**What Is Needed:** **\$10,000,000 Grows Brand Concept Revenue**

**What Is Achieved:** **Profitability & Self-Capitalization.**

<b>Use of Proceeds:</b>	Purchase Processing Facility & Income	\$2,500,000
	Equipment, Inventory & Supplies	\$1,500,000
	Finance Brand Concept Openings	\$3,000,000
	IT Marketing & Collateral Materials	\$250,000
	General & Administrative	\$1,000,000
	Working Capital Reserve	\$1,750,000
	<b>Total Use of Proceeds</b>	<b>\$10,000,000</b>

**Highlights:** **\$1,000,000 Launches Revenue Operations.**

# STRATEGIC INVESTMENT HIGHLIGHTS

**\$1,000,000**

## *Silent or Active Participation*

- Special Purpose Company Created To Finance Start-Up.
- Proceeds Launch Brand Concept Revenue Operations.
- Buys **90%** Ownership Control of Special Purpose “LLC.”
- Receives “Pre-Issued” **10,000,000** Registered Shares of **PSI**.
- Shares Auto-Vest @ **\$1** Market Price; LLC Is Then Dissolved.
- Forecast IPO or Listing In **Q1/2027**, With Scaling Revenue.



## CONTACT INFORMATION

**Purely Smoked, Inc. (PSI)**

**[www.purelysmoked.com](http://www.purelysmoked.com)**

**Detailed 3-Yr. Forecast Modeling Available Upon Request**

***Revenue Operations ~ Income ~ Cash Flow ~ Balance Sheet***

**Eddie Feintech**

**Chairman & CEO**

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