



THE BILTONG FACTORY™

Investment Opportunity.



About us.



For 10 years we have been producing & distributing high-quality custom-made, award winning Biltong across multiple channels including retail and D2C subscriptions, to a very specific target audience.

We now have exciting plans to scale and build on our experience in the sector by launching a new mass-market Biltong product. This will be of the same quality but will target the wider health-conscious consumer.



Why invest in us?



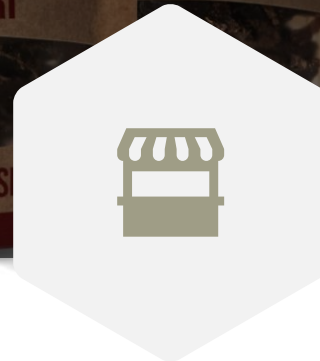
Consistent year-on-year revenue & sales growth.



A unique authentic secret recipe, great flavour & taste



Bespoke website with full ecommerce features & a High Conversion Rates

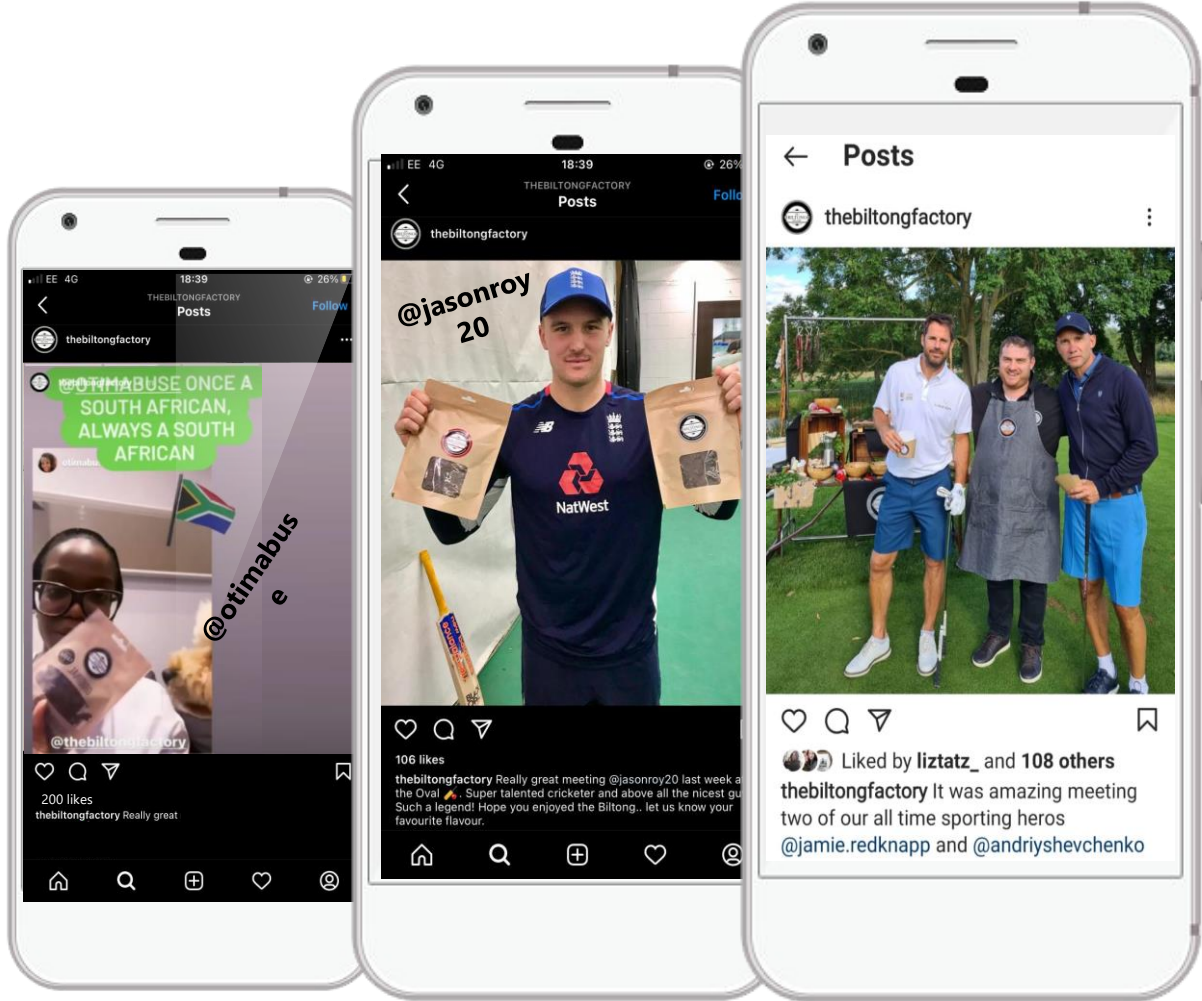


A strong base of loyal customers who buy frequently.



Halal and Kosher certified across the whole Biltong range.

Plus, our customers love us!



DROEWORS



ORIGINAL



LEAN MUSCLE ORIGINAL



PERI PERI



★★★★★
"Love this. All the other ones I've tried are really hard, chewy and over dry. This one is perfect and full of flavor."

★★★★★
"Absolutely delicious Biltong. Highly recommended in today's world of seeking a protein-rich alternative to carb-based snacks. Flavorful without being spicy. I can't recommend it enough."

★★★★★
"I have tried a lot of biltong, but Biltong Factory is the best by a mile. My family and I have discovered this brand of biltong and we can't get enough. Thank you The Biltong Factory!"

Our current Biltong Product Range.



Our Existing Line-up!

Original, Peri Peri, Sweet Chilli, BBQ, & Sweet Pepper are our five core flavours.

Our secret recipes originate from South Africa and all our products to date are Halal and Kosher.

Our subscription service allows you to choose how you would like your product to suit your taste.

"Your biltong, your way"





Our achievements in the last 12mths.



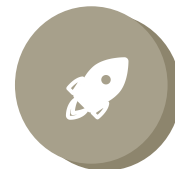
Successfully develop a new facility that reduces our energy consumption by 75%, whilst increasing our weekly production capacity by 500% (300kg to 1.5tons)



Redesigned our retail packaging for a more premium look & feel, giving us greater in store presence.



Developed a bespoke brand for the Halal Market "Qadid" to sell in the UK & Europe plus export to the Middle East.



Secured a 12-month deal with WHSmith nationwide that builds on our existing strong presence in Amazon, Ocado and others.





The market in Europe is worth £1.3bn and growing by 28%.



Market Size by 2021 (Europe)

£1.3Billion



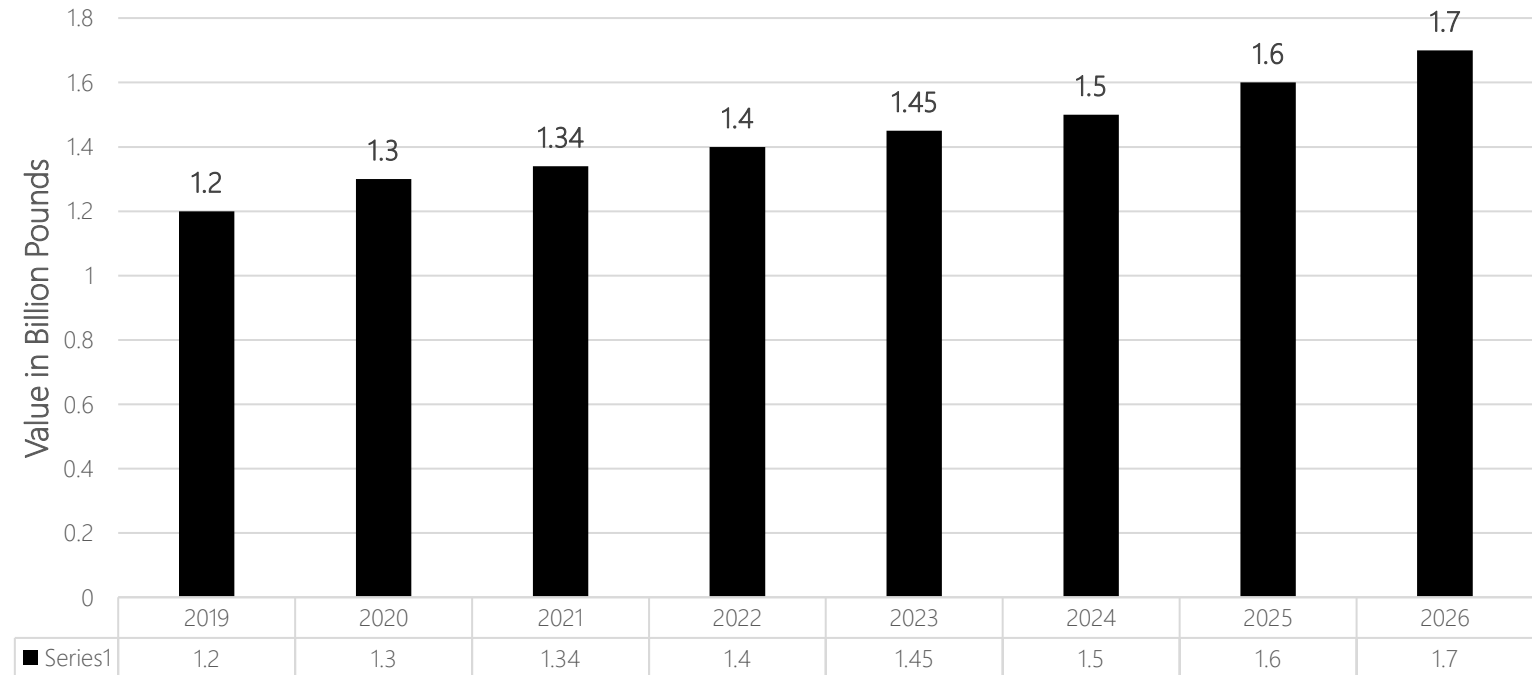
Market Size by 2026 (Europe)

£1.7Billion



27.7% Market Growth from 2021-2026. (Europe)

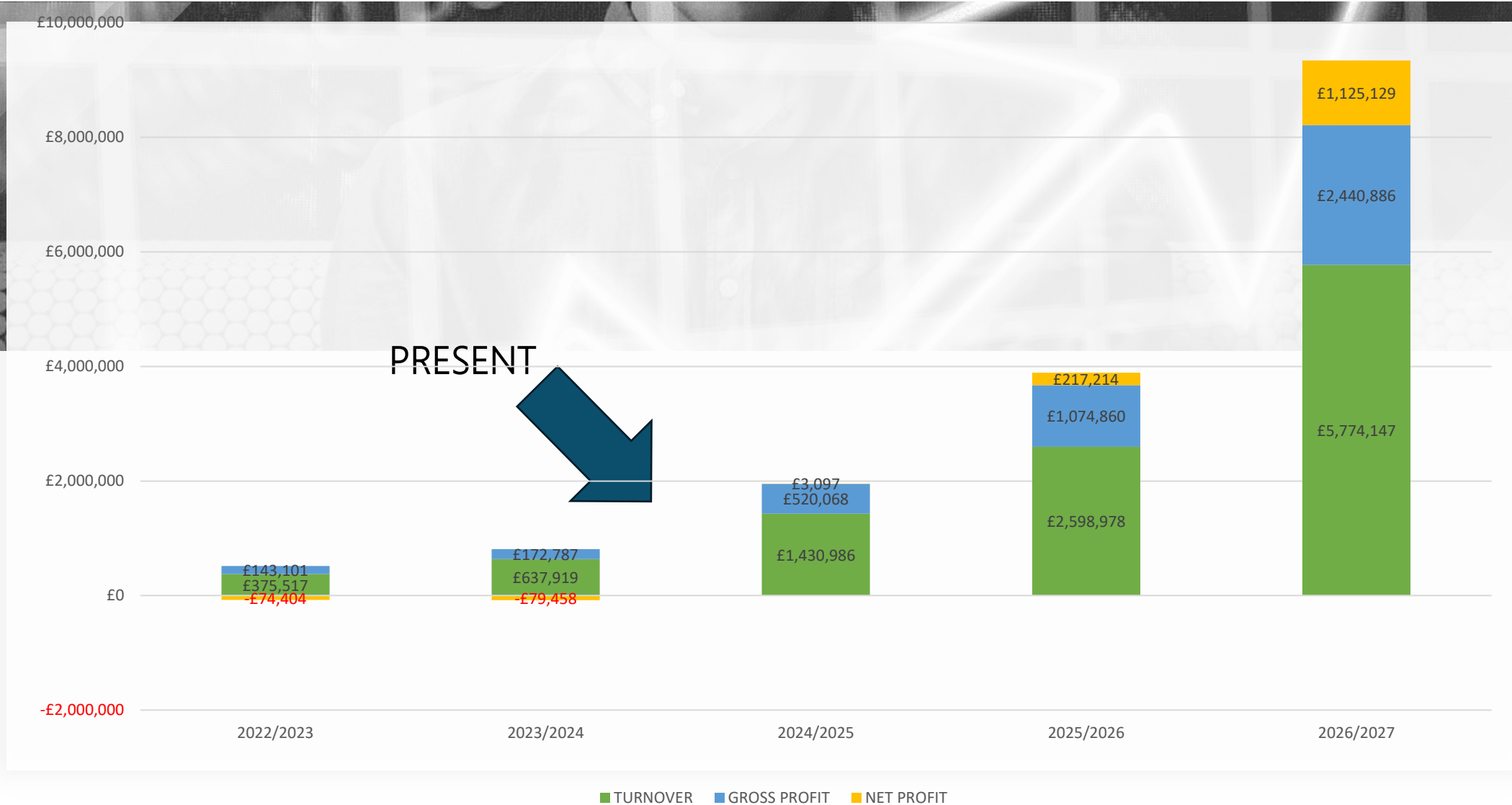
EUROPE MEAT SNACK MARKET VALUE IN POUNDS



<https://www.statista.com/statistics/1199524/global-meat-snacks-market-size-by-world-region/>

THE BILTONG FACTORY

Financial projections 2022 through 2027





Our goals for the next 12 months.



1st Goal

Continue to develop our existing range and secure at least 4 new retail partnerships.



2nd Goal

Secure new investment to develop and launch our new mass-market product.



3rd Goal

Build a new team of commercial experts within the business to help scale rapidly.



4th Goal

Become one of the most recognised Biltong brands in the UK. (top 3)

The Current Investment Opportunity is exciting.



We are looking to raise £265,000 at a pre-money valuation of £2,725,000

£95,000



NPD
New Biltong brand for the mass market.
New Biltong for Pets.

£60,000



Improve the manufacturing and operations for scale

£45,000



Marketing & Advertising costs associated with existing and new products

£65,000



Staff & management costs and overheads

Management team and advisory Board.



Moshe Tatz

CEO (co-founder)

Moshe spent over 7 years in financial services. In 2014 Moshe co-founded The Biltong Factory.



Marc Cohen

(co-founder)

Marc spent over 10 years in financial services and is COO of Remulate Ltd. In 2014 Marc co-founded The Biltong Factory.



Andrew Winton

New Investor & Head of Marketing
Global commercial & marketing leader, board advisor & investor. (Ex Amazon, Sky, PepsiCo)



Gavin Wright

New Investor & Business Development
Commercial sales and new business development executive specialist (Ex PepsiCo, Bel Cheese & Ultimate Sports Nutrition)



Natalie Wasserman

Operations Manager



Saul Sampson

Head of Digital



Hudi Cohen

Factory Manager



Ashley Cohen

Advisory Board & Investor



Jonathan Prezman

Advisory Board & Investor



Brad Sacher

Advisory Board & Investor



For over 10 years, the team at the Biltong Factory have been building a solid business which is now ready for a phase of accelerated growth.

We have already proven that we can attract customers through digital marketing and have managed to launch into large UK retailers.

We currently have less than 0.02% of this market, one which is expected to grow rapidly. Our products are award winning, our customer service is first class and we have now have a clear vision to launch a new brand which will be mass market; appealing to health conscious consumers looking for a high protein low fat snack.

We seek funding to ensure we have sufficient resources to deliver our audacious ambitions and create our new brand into the market, whilst continuing to support the growth of our existing successful propositions. This investment will ignite our growth.

We are looking forward to discussing this exciting opportunity with you!

Marc & Moshe

The Biltong Factory™



www.thebiltongfactory.co.uk



020 3816 0225