



**Leading Culinary Marketing Company**  
**California Based**  
**ACT Client #201001**  
**Available for Acquisition**

**Company Overview**

ACT Capital Advisors is pleased to offer a California based culinary marketing consulting firm for acquisition. The company helps leading food and beverage companies perform taste and quality analysis of their products, awarding those that are best in class, and provide advisory services to improve existing products and launch new ones.

The company employs top chefs and culinary professionals to assist brands with food taste quality assurance. The company has multiyear contracts with some of the largest consumer packaged goods firms in the world to perform taste testing and marketing assistance.

**Key Value Propositions**

**Strong Recurring Revenue from Loyal Clientele:** The company's clients sign multi-year contracts for taste testing, certification and use of the company's medallion in marketing, strengthening brand power and revenue predictability and growth; over \$800K of annual revenue committed by clients through 2022.

**Awards with High Integrity = Demand from Category Leaders:** while others make bold claims about being the best, this company's awards are the "gold standard" due to their high integrity in product evaluation and awarding (only 1 product per category is awarded and permitted to use the medallion)

**Growth Drivers Kicking In:** The pandemic has created a dramatic increase in meals at home and consumers are trying different products. Showing that "Taste Matters" helps a product stand out on the shelf. This helps to justify a higher price paid by the consumer.

**Doing The Heavy Lifting for Clients:** The company offers scientific food expertise to name brand food companies that they simply cannot achieve with in house taste testing.

**Unique Consulting Process:** The Company offers a turnkey consulting process to clients that starts with a series of sensory taste tests and results in a bespoke marketing approach.

**Representative Clients**



**Financial Summary**

(\$USD)	2018	2019	2020	2021 (E)
Revenue	\$963,226	\$911,482	\$1,065,034	\$1,350,000
Gross Profit	\$462,779	\$290,511	\$466,445	\$661,500
EBITDA	\$192,765	\$54,292	\$321,239	\$445,571

**Highlights**



The Company conducts advanced food testing for some of the world's leading food brands

**18 Brand Partnerships**

**\$1.1M Revenue in 2020**

**2020 EBITDA up 490% Y/Y**

**Brand Medallions up 120%**

**MRR >80% Total Revenue**

## **Contact Information & Next Steps**

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Interested parties should execute the attached Non-Disclosure Agreement (“NDA”) and return to ACT Capital Advisors with a written request to receive the Confidential Information Memorandum (“CIM”).

**NDA's and CIM requests should be submitted to Hardy Lipscomb, ACT Managing Director:**

**Email: [HLipscomb@ACTCapitalAdvisors.com](mailto:HLipscomb@ACTCapitalAdvisors.com)**

**Direct: 925.998.2333**