

# PEAK

TRIPLE CREAM YOGURT



A large pile of fast-food items including burgers, donuts, and drinks on a red and white striped surface. The items are arranged in a dense, overlapping stack. In the foreground, there are several burgers with sesame seed buns, some with visible meat and cheese. To the left, there are donuts, including one with pink frosting and sprinkles. In the background, there are two drinks in clear plastic cups with straws, one with a yellow straw and one with a red straw. The entire scene is set against a dark background, and the items are resting on a red and white striped surface.

**OUR FOOD IS MAKING US FAT & SICK**

# FAT IS BACK AND MILKFAT IS GOOD FAT



**Surging Demand For Full Fat Dairy**

**Keto Diet #1 in Search**

**Milkfat can make us healthier**

# PEAK CREATES A NEW CATEGORY IN A STAGNANT INDUSTRY

DESSERT  
IN DISGUISE



DESSERT  
AND PROUD



PROTEIN



HIGH FAT  
LOW SUGAR





# PRODUCTS

**VANILLA**



**PLAIN**



**STRAWBERRY**



**\$2.49-3.25/5oz cup**

# GROCERY

130+ doors on West Coast



# DIRECT TO CONSUMER

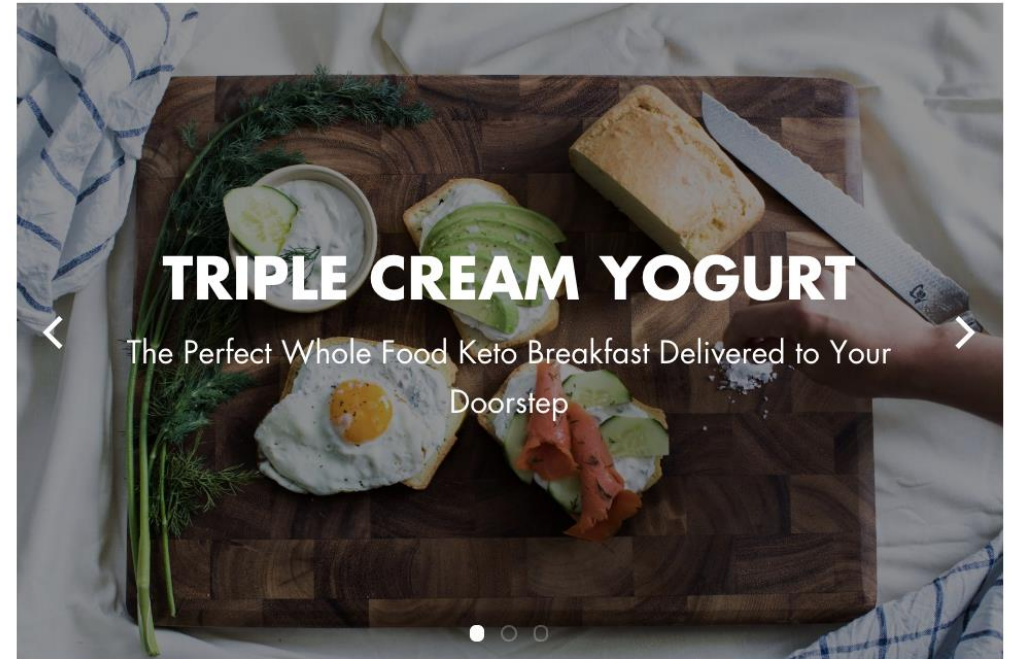
**CPA \$15.90**

**ROAS 3.1**

**AOV \$55**

**Repurchase 33%**

**200 orders/mo**



## How It Works

**1**



**Choose Order  
Size and Flavors**

**2**



**2-Day Temperature  
Controlled Shipping**

**3**



**Refrigerate and Enjoy  
Within 30 Days!**

# OUR CUSTOMERS ARE OBSESSED

## 95% give us a 5-star review



Joy L. Verified Buyer



**Hooked**

I am now ruined for any other yogurt, thanks a lot Peak! Thank you for making a delicious Keto friendly yogurt.

 Share |



# **18 months goals:**

**Grow DTC via paid ads to \$250k/mo**

**Grow store count to 1000**

**Quality content**

**New flavors & products**

# TEAM



**Evan Sims**  
Founder & CEO



**Mimi Zhang**  
Co-Founder & COO



**Zach Azeez**  
Digital Marketing



**Cici Jean**  
Social Media  
Manager



**Brian Sims**  
Northwest  
Sales



**Alycia McKone-Cantrell**  
Western US Sales  
Mariposa Brand Mgmt

Yogurt and dairy sales are stagnant but there's huge opportunity for growth. It starts with embracing pasture-based ruminant agriculture and asserting the moral high ground. Grazing animals are indispensable for the health of humans and the environmental.

