



## *The World's First Oatmeal Bar*

### Prairie Oat Growers Association Conference 2015

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# Quick Service & Fast Casual Restaurants





# The OatMeals Story/Timeline

- College Life Begins - September 2000
- Turned to oats for help
- NYC Food Trends & Concept Development – 2001
- Experimenting & feedback from friends/family, research...
- Investment Banking World - 2005-2012
- Business Classes – 2006-2007
- Further Research & Roadblocks
- Culinary School – 2009-2010
- Store Opening - June 27, 2012





# The OatMeals Store

- Located in the heart of Greenwich Village, NYC
- A rustic, farmhouse feel
- Limited, casual seating
- Oatmeal, toppings and pastry display
- Homemade touches
- Vintage oatmeal collectibles



# The OatMeals Menu

- 31 Signature Bowls
- Nearly 100 Toppings
- Oat Based Pastries & Yogurt Parfaits
- House Made Granola
- Coffees, Teas, Juices
- Yogurt-Blended Cold oatmeal & cold oat salads
- Seasonal toppings and holiday signature bowls



# Some Signature Bowls – Savory or Sweet?



# OatMeals Customer Base

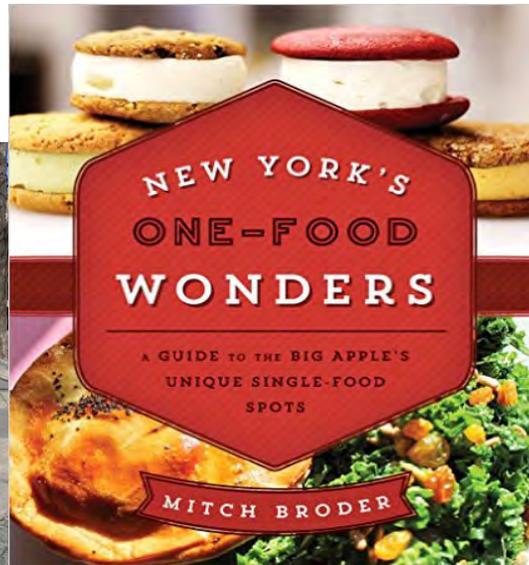


- NYU Students & Staff
- Greenwich Village Residents & Business Owners
- Young Professionals
- Athletes/fitness enthusiasts
- NYPD/FDNY
- Fashion Industry
- Construction workers



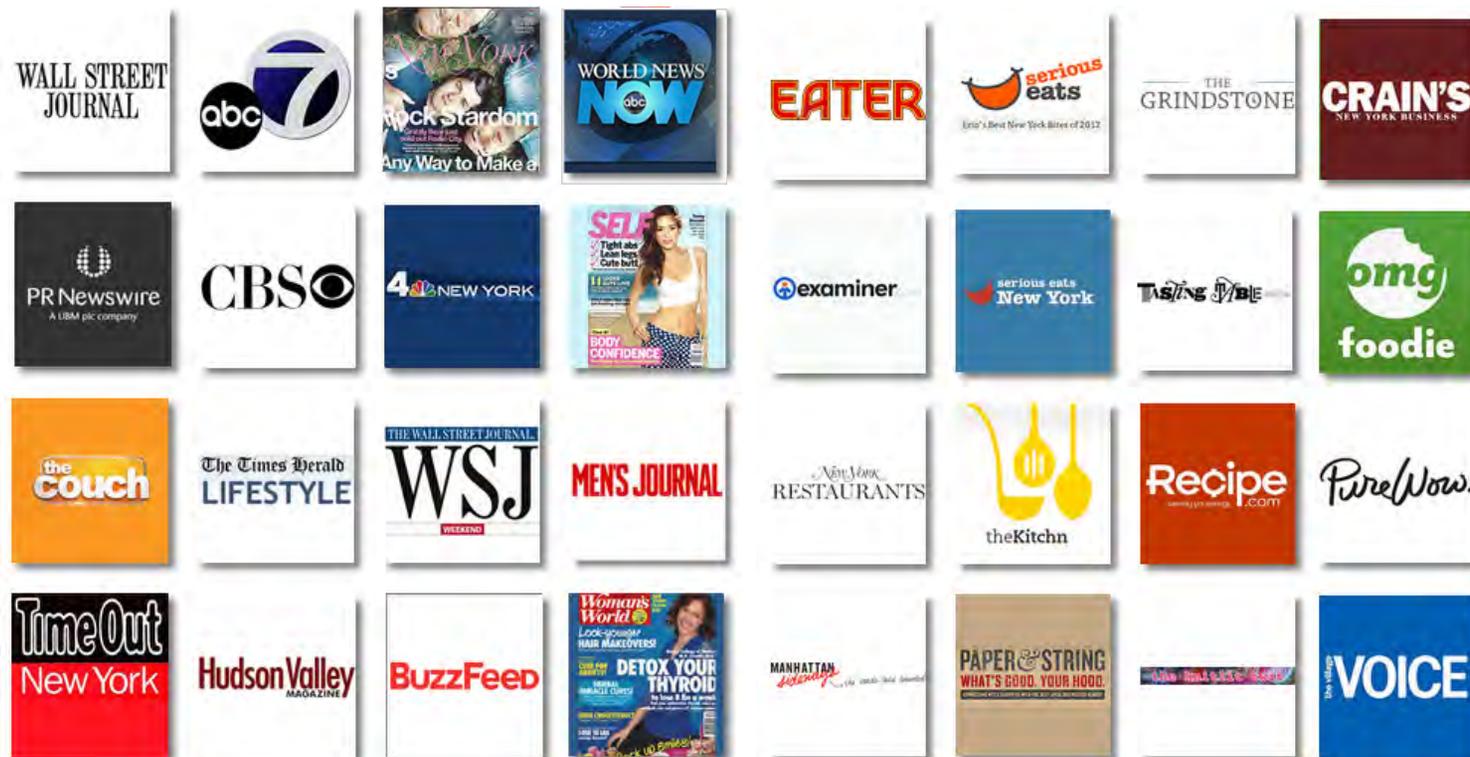
# OatMeals As a Destination Spot

- Tourists from all over the world
- New Yorkers from around the city
- Families
- Celebrities



# Press

- Over 60 well-known publications
- TV appearances
- Big presence in the blogosphere





# Social Media Outreach

- High volume of activity across all platforms
- Many customers photographing oatmeal bowls



# Delivery, Catering & Events

- Daily local deliveries through SeamlessWeb, GrubHub, Caviar, Delivery.com
- Catering delivery for small meetings of 20 to large, staffed oatmeal bars for galas of 600 across the Tri-State Area
- A customized/unique breakfast leading to a memorable experience
- Increases awareness about the OatMeals brand
- Partnerships



SPORT PERFORMANCE TRAINING



# Educational Events



- Incoming NYU Freshmen
- NYU Sororities
- NYU Entrepreneur Panels & Club Activities
- Elementary School Classes



# Quaker Partnership



- OatMeals appeal to Quaker
- Recipe Creation
- Online Content





# Why Oats Are So HOT!!!

- Focus on healthy eating, dozens of proven health benefits of oats
- Simple, whole grain, no fuss
- Oats are inherently gluten-free
- Fast food chains caught on
- Psychologically we feel good about it
- Warm, hearty
- Budget friendly
- Reminds everyone of the comfort of home
- Easy to cook, portable
- Perfect blank canvas to get experimental with – like rice, risotto, or pasta - adapts to flavors easily and beautifully



# Future For OatMeals



- Franchise Expansion with Fransmart™ beginning January 2016
  - Minimum of 100 stores over the next 10 years
  - Airports, college campuses, all major cities & downtown business areas
- The OatMeals Cookbook 2017
- Constant experimenting & listening to customer demands will lead to more signature bowls
- Menu Expansion – to include more proteins, heartier dinner savory options
- Packaged Products & Wholesale
- Online shop – OatMeals granola, apparel & cooking accessories
- Delivery & Catering Expansion
- Speaking Engagements & TV Opportunities
- Continuing Partnerships & Collaborations



# Future of the Oatmeal Market



- Steel cut oats or oat groats to be featured in the pasta/rice aisle at grocery stores and packaged as savory side dishes (RisOATtos)
- Savory oatmeal is appearing on more and more high end restaurant menus
- Cold oat salads will appear more and more like quinoa salads
- Savory oatmeal will eventually appear on fast food chain menus
- More and more people are getting excited about experimenting with oats, introducing children and young adults to savory oatmeal more and more, changing and solidifying the bright future of the oatmeal market.

