



Birmingham, *you are what you*
eat.dream.build.

645 OUR OWN COMMUNITY 645 GROCERY & DELICATESSEN

645 GROCERY - DELICATESSEN 645

MILK 6
SUGAR 5 lbs 22
BACON 1/2 lb 10
STARCH 8
DOG FOOD 3 cans 13



At one time, there were communities of color that thrived with purpose and possibility. Rising from the dreams of their ancestors, you can see the pride of these neighborhoods reflected in the resilient pioneers who brought them to life.

This is what we seek to pioneer once again...through the power of food.

We believe a more healthy, nourishing community starts with access to healthy, nourishing food because in one sense, you are what you eat. But we don't stop there. People can't live by bread alone...

We need to feed the spirit.

the
problem

69% of Birmingham's population
lives in a **food desert**.

No access to fresh, nutritious food cripples these communities with hunger, poor health, higher prices, increased morbidity, and a spirit of despair.





the
solution

A minority-owned grocery chain with mid-size stores that give food desert communities access to affordable fresh food, jobs, and other key resources.

This concept is the brain-child of **Harvest Holdco, LLC**, an innovative team of grocers with over 175 years of combined experience in the grocery/retail industry. Together, we are applying our unique expertise, resources, and skills to solve the problems that plague food desert communities.

for a moment
imagine



**Bulk
Purchasing**



**Fresh
Produce**



**Franchise
Model**

Minority-Owner Operator / Profit Sharing

projected
stores



- > **Size: 10-15,000 sq. ft.**
- > **Build time: 3-6 months**
- > **Profit margin: 27 % gross**
- > **Sales per wk: \$80,000-\$125,000+**
- > **Design: glass-front, template style, easy to replicate**

franchise

model

- Minority owner-operator
- Profit share
- Recruited from within the community
- On-going operation management
- Train for 2 years in operations
- Parent company negotiates all contracts



purchasing

power



Associated Wholesale Grocers (AWG)

will be our major supplier of food products. AWG is the nation's largest cooperative food wholesaler to independently owned supermarkets. It serves over 3,800 locations in more than half of the states in the country and from 10 distribution centers. The consolidated run-rate sales for AWG are \$10 billion.

Minority Farmers

Contracted to provide a fresh selection of locally and regionally grown produce





HARVEST

HOLDCO, LLC

With our new for-profit grocery store model, **Harvest Holdco, LLC** offers a sustainable solution for bringing affordable, healthy food to where it's needed most in a profitable way.

Our faith-inspired vision is to see citizens in food desert communities empowered through minority-owned grocery stores that provide jobs, opportunities, and access to affordable, healthy food.

Our mission is to use access to affordable, healthy food as the catalyst for restoring faith, health, wealth, and equity in our underserved communities.

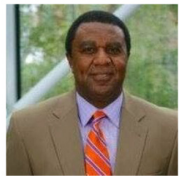
the team

balls food stores



piggy wiggly

SAFEWAY



James Harris
Founder & CEO

Accomplished Food Industry Executive with over 30 years of proven success in developing high level supermarket arenas, systems and training and development.



Jeff Ashland
IT & Security

Seasoned information technology and security specialist with over 24 years of industry-tested experience.



Scott Bayne
Store Operations

VP of Sales and Marketing, Balls Foods. Executive-level leader and manager in the supermarket industry with over 20 years high level leadership and industry expertise.



Brad Nolan
Meat & Seafood

Food industry expert with 20 years experience in supermarkets, with emphasis on meat & seafood.



Lou Malaponti
Produce & Floral

Seasoned supermarket veteran with 27 years leadership and director experience, and founder of Perishable Pros Farm 2 Store, a highly successful consulting company in the grocer arena.



Dr. Sammy Campbell
Community & Neighborhood Relations

CEO of Harvest Community Charities and senior level administrator with 30+ years experience in urban planning and social services, and a unique ability to assess, translate and execute solutions to community needs.



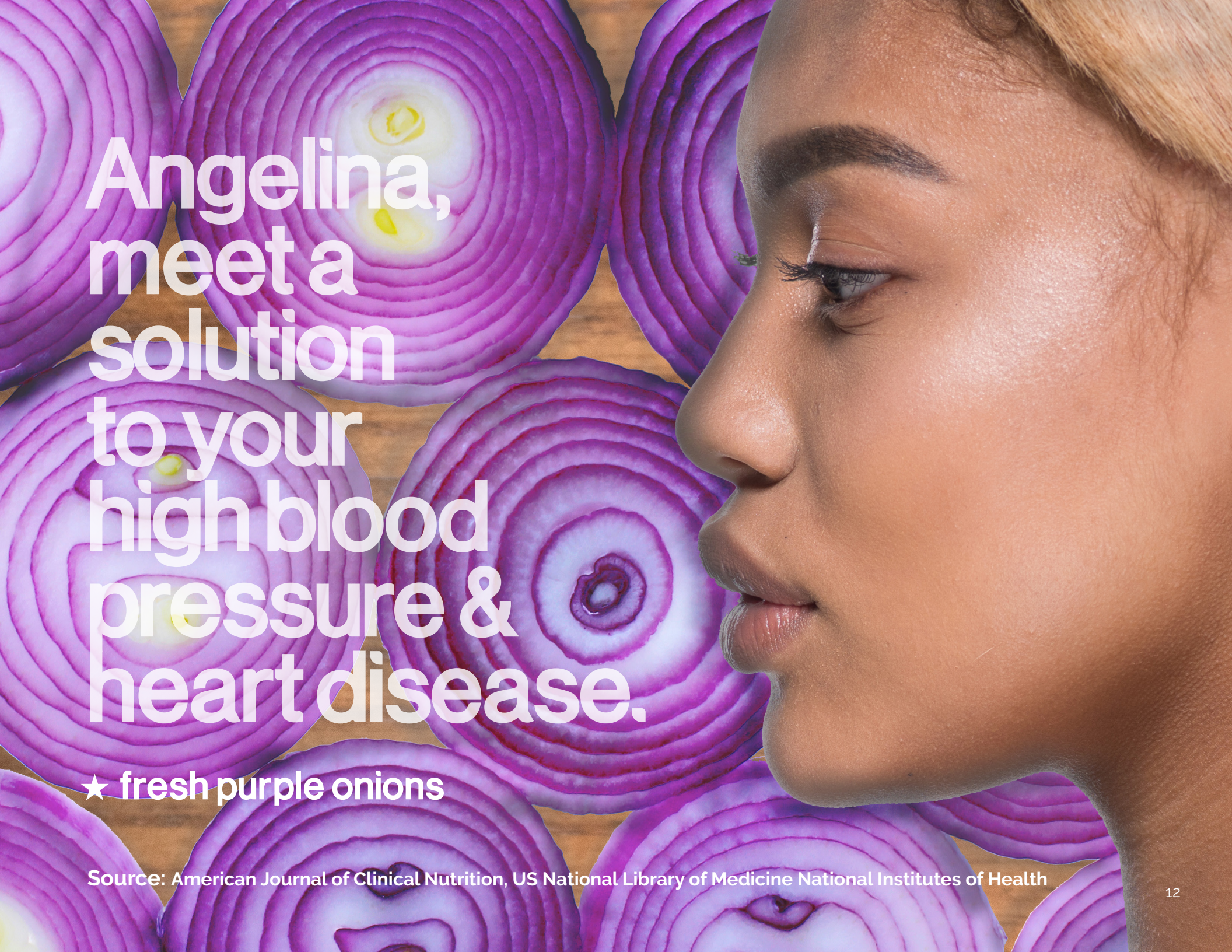
Danny Gardner
Food Safety

Food safety expert with over 28 years of experience in the food industry in various roles including product development, production operations, business development, employee training and GFSI certification.



Jeff Brickhouse
Business Consultant

Payroll + Benefits + Risk + Human Resources

A close-up profile of a woman's face on the right side of the frame, looking towards the left. The background is filled with numerous slices of purple onions, showing their concentric rings. The text is overlaid on the left side of the image.

**Angelina,
meet a
solution
to your
high blood
pressure &
heart disease.**

★ fresh purple onions

Source: American Journal of Clinical Nutrition, US National Library of Medicine National Institutes of Health

Can you imagine the positive changes that would occur if 69% of our city's at-risk citizens were restored to health, wealth, and dignity?

Access to **affordable healthy food** can revolutionize our schools, our crime rate, our unemployment figures, our healthcare system, our community assistance programs, and our tax base.

You can make it happen.

Contact us today.

tel: 205.790.5951

email: jharris@hccharities.com

HARVEST

HOLDCO, LLC