Overview
2022 NY MilkLaunch is an innovative dairy product accelerator driving milk and milk-based product consumption for Generation Z (ages 10-23) with a focus on sustainability, commercialization and diversity.

Qualification/Selection Criteria
Participating products must use at least 50% dairy and show existing results or strong potential to drive consumption in the Gen Z target audience. Winning product must source milk from New York State.

Value to NY Dairy Community
These new innovative products will drive demand for local dairy and expand dairy consumption across younger demographics, while also improving the image of dairy products and farming practices amongst the young consumers.
<table>
<thead>
<tr>
<th>Program Element</th>
<th>Timeline</th>
<th>Details</th>
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<tbody>
<tr>
<td>Application Window</td>
<td>May 2 – June 10</td>
<td>Broad outreach to innovation and dairy ecosystem generating PR and 24 qualified applications</td>
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<tr>
<td>6 Finalists Selected &amp; Notified</td>
<td>June 17</td>
<td>Thorough vetting and selection of Top 6</td>
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<tr>
<td>Accelerator Programming (mentorship, stipend usage, product development)</td>
<td>June 20 – August 19</td>
<td>Group mentorship sessions and one-on-one support to help startups accelerate their products</td>
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<tr>
<td>Pitch Day + Winner Selection</td>
<td>August 25</td>
<td>Live-streamed virtual final pitch event with industry expert judging panel where 1 winner will be selected to receive grand prize</td>
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<tr>
<td>Program Recap</td>
<td>August 30</td>
<td>Full program recap and CAT assessment ahead of 2023 budget discussions</td>
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### 2022 Program Midpoint Snapshot

<table>
<thead>
<tr>
<th><strong>24</strong> qualified applications – 120% to goal</th>
<th><strong>6</strong> amazing finalists – 100% to goal</th>
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<tbody>
<tr>
<td>With wide range of concepts: shelf stable ice cream, dairy-based nail polish, upcycled whey protein powder, alcohol ice cream, performance-based chocolate milk, and many more</td>
<td><strong>Final Pitch Event August 25th</strong></td>
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<td><strong>310M</strong> press impressions – 7,750% to goal</td>
<td>With 7 expert judges confirmed – 100% to goal</td>
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<td><strong>500 consumers</strong> - 100% to goal</td>
<td>Will conduct a fan vote for their favorite products during the final through the Perksy platform</td>
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<td><strong>9</strong> expert mentor sessions – 150% to goal</td>
<td><strong>True Scoops</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>Perksy</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>CircleUp</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>SUPER FRAU!</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>Chobani</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>KraftHeinz</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>KeHE</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>Chobani</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>Giant Eagle</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>SHEETZ</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>Progressive DAIRY</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>DAIRY BUSINESS: The Future of Dairy</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>Perishable News.com</strong></td>
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<td><strong>Dairy Reporter</strong></td>
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<td><strong>UNFI</strong></td>
<td><strong>SFA</strong></td>
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**Food Business News**

**DAIRY BUSINESS: The Future of Dairy**

**Perishable News.com**

**Dairy Reporter**

**SFA**
Sourcing Candidates, Engaging the Ecosystem and Identifying the Best New Products

Total Qualified Applications: 24

Companies Sourced and Contacted: 228

Touchpoints:
• Program info session to answer questions and get to know potential applicants
• 1 on 1 intake calls with founders

Other Innovation Categories Represented: nail polish, whipped cream, mochi, flavored butter, ghee, broth, and powdered dairy products
Supporting Finalists – Mentorship, Stipends and Resources

Mentor Programming:
• Kickoff session and 1 on 1 touchpoints with the VentureFuel team
• Product Innovation with the Chief Innovation Office of Chobani
• Consumer Insights with platform Perksy
• Distribution with Dairy Category Senior Manager of KeHe
• Packaging with CEO of Highlight
• Founder Insights & Getting the Most out of the Program with CEO of Superfrau
• Learning from Industry Processors with Cayuga Milk Ingredients
• Branding with Founder and CEO of Kate DiLeo Branding
• Gen Z in Dairy with Founders of The NYMilkGirls
• Fundraising in the CPG Space with Partner of CirculeUp Ventures

Marketing Resources: Each startup is creating a :30 TV-quality commercial to leverage across promotional and marketing channels

Finalists are leveraging their $10k stipends for:
• Packaging
• Co-packing
• Product formulation and creation
• Branding/Marketing
• Ingredients
The Grand Finale

Shark Tank-style final pitch competition streamed live – Finalists will pitch a panel of judges for their shot at the $150,000 grand prize

Date/Time: Thursday August 25th from 5:00 – 7:00pm ET

Judges Confirmed to Date:
• Niel Sandfort – Chief Innovation Office at Chobani
• Farley Kaiser – Director of Culinary and Innovation at Giant Eagle
• Dafne Guisard Hefner - Chief Strategy & Transformation Officer at Kraft Heinz
• Jennifer Onoja - Senior Category Manager, Dairy, Non-Dairy, & Refrigerated Beverages at KeHe
• Aaron May – Senior Manager, UpNext Program at UNFI
• Claudia Leubner – Founder of The NYFarmGirls (845,000 GenZ followers across social media platforms)
• Jeff Grogg - Managing Director at JPG Resources, President at Snackwerks
Generating Press, Social Media & Newsletter Coverage

Total Pieces of Press Coverage: 22
Total Unpaid Impressions: 2.7M
Total Paid Impressions: 308M
Newsletter Impressions: 8,951
Social Media Reach: 237.1K
Meet This Year's Finalists
Crème and Cocoa Creamery

**Location:** Brooklyn, NY  
**Year Founded:** 2017

**Website:** cremeandcocoa.com

**Description:** Caribbean inspired infused ice cream.

**Why They Were Selected:**
This diverse founding team is coming up with some of the most innovative ice cream flavors around. Gen-Z is always looking to push the boundaries of flavor while supporting local. They’ve grown significantly from brick and mortar to getting into grocery!

**Goals for NY MilkLaunch Program:**
Founders Omar and Astrid seek guidance on all the ins and outs of bringing their ice cream to market.
Elite Sweets

Location: Austin, TX

Year Founded: 2015

Website: elitdonut.com

Description: A protein-packed, low-sugar donut, that is keto-friendly, gluten-free, soy-free, and delicious.

Why They Were Selected:
This diverse sibling team started this company out of personal health necessity. Their personal story along with their product tapping into the core of health-conscious Gen-Z consumers has been driving their success to date.

Goals for NY MilkLaunch Program:
Amin and Amir are looking to gain knowledge and resources to launch their new donut and sell into two distinct customer segments.
Mochidoki

Location: New York, NY  
Year Founded: 2015

Website: mochidoki.com

Description: Elevated, soft and gooey mochi ice cream.

Why They Were Selected: Mochi ice cream has become increasingly popular with Gen-Z consumers. This elevated mochi ice cream brand is bringing high-end mochi to grocery stores and seeing early success.

Goals for NY MilkLaunch Program: The Mochidoki team aims to take their mochi to the next level by learning more about CPG strategy and marketing.
Novel Foods

Location: Boston, MA
Year Founded: 2022

Description: Novel Foods is the mind behind a protein powder upcycled from cheese or Greek yogurt whey and recovered nitrogen from dairy farm waste. The protein powder has an excellent amino acid profile and reduces the environmental impact of the dairy and yogurt industry.

Why They Were Selected:
This multiple-time dairy CPG founder knows how to bring successful products to market. His sustainable approach to creating a health-conscious product fits right in line with the Gen-Z audience.

Goals for NY MilkLaunch Program:
Novel knows they can bring their product to market, but need strong support to do so. The company hopes for help building their team and making the right connections to drive success.
True Scoops

Location: New York, NY  
Year Founded: 2021

Website: maketruescoops.com

Description: True Scoops creates shelf-stable, dairy-based ice cream and topping mixes that make a more effortless ice cream-making experience for the home user with no ice cream maker required.

Why They Were Selected:
This diverse founding team are experts in the ice cream space after successfully running ice cream shops in NYC. Their innovative product is new and exciting for the Gen-Z audience and brings a new ice cream experience to the home.

Goals for NY MilkLaunch Program:
These new founders want to bring their product to grocery stores and are looking to the program for guidance and resources to get there.
Spylt (former Smack'd)

Location: Lehi, UT  
Year Founded: 2022

Website: spylt.com

Description: Spylt offers a high-protein, low-sugar, creamy, dairy-based chocolate "Energy Drink" loaded naturally with essential nutrients like calcium, B vitamins, potassium, vitamin D, and protein.

Why They Were Selected: The product, founder and brand are everything with Spylt. They all speak to the sustainable and health-conscious Gen-Z consumer while putting a fun spin on the traditional chocolate milk. We think this product will be a massive success in DTC as well as grocery.

Goals for NY MilkLaunch Program: Spylt's team seeks mentorship on sourcing ingredients and entering retail stores
Updates from 2020 NY MilkLaunch
Slate Milk — 2020 Program Winner

Reduced sugar, lactose free, classic chocolate, dark chocolate & espresso chocolate milk flavors

- Source dairy from family-owned farms in New York and developing new flavors for 2022
- Increased product availability from 1,000 to 4,000 stores (Publix, Wegmans & Whole Foods)
- Increased milk usage from 1m lbs. to 4m lbs.
- Closed a $3.3m extended seed round in late 2021, bringing the company’s total funding to $6m

Super Frau — 2020 Program Runner-Up

Electrolyte elixirs derived from upcycled fresh whey, fights food waste, benefits the body & mind

- Completed successful rebrand to colorful cans
- Expanded reach into over 35 Whole Foods in MA, ME, NG, CT and RI.
- BevNET Best of 2021 Award Nominee
- Now available across the country
Thank You For Your Time!

2022 Mid-Year Contract Review

July 25th, 2022