

# EVERYTABLE

Just. Good. Food.

September 2023

**Our mission is to transform the food system to  
make delicious, nutritious food accessible to  
everyone, everywhere.**



# Promoting Food Justice Through Affordability and Accessibility



## ENDING FOOD INEQUALITY

Almost 70% of our stores are located in low-income communities considered 'food deserts.' Our communities have the highest rates of diabetes, heart disease and food insecurity. By expanding access to healthy food, we are helping to create more health equity.

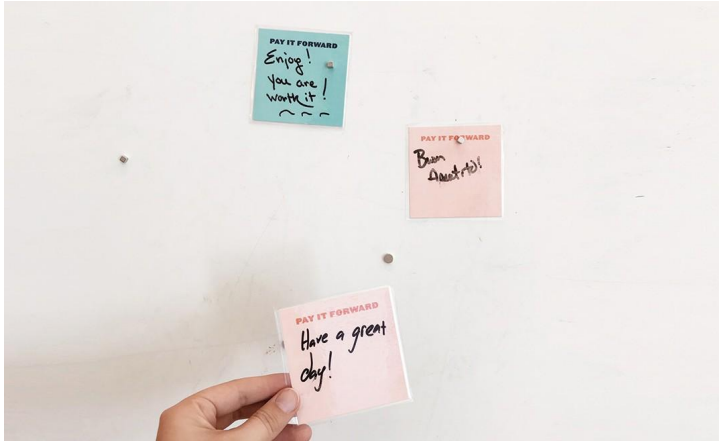


## PRICING MODEL

Many people can't afford to eat wholesome, nutritious meals – and many don't have access to affordable food. To achieve our mission, Everytable prices our meals according to what each neighborhood can afford. Our menu is priced between \$5-10 a meal.

# Transforming Food Equity For All

As a social enterprise, we stand for equitable access to healthy food in every facet of our business model.



## PAY IT FORWARD

Pay It Forward is offered in all of our stores and on our website. Guests are invited to sponsor a meal for individuals who are unable to pay. In this way, no one is ever turned away for lack of funds.



## SOCIAL EQUITY FRANCHISE

Not only do we hire from the local community, we are also changing up the traditional franchise model to invest in entrepreneurs of color through training and development programs, and create generational wealth for marginalized communities.





EVERYTABLE

EVERYTABLE

REAL FOOD. REAL EASY.

Flavor Packed to Go  
Bowls • SALADS  
Chef Curated  
HANDMADE Sauces  
Scratch Made

Lunch REAL INGREDIENTS













### KOREAN CHICKEN BOWL ￼￼￼

510 cal, 24g protein

grilled chicken, brown rice, pickled shitake mushrooms, broccoli, edamame, & kimchi sauce on the side



### HOMEGIRL SALMON ADOBO ￼￼￼

440 cal, 31g protein

adobo spiced salmon, cauliflower rice, chili-lime chickpeas, spicy pickled onions, homeboy salsa verde



### YUCATAN GRAIN BOWL ￼￼￼

700 cal, 29g protein - available 4/10

grilled chicken, quinoa, brown rice, roasted butternut squash, black bean & corn salsa, and tangy pepita salsa on the side



### CARIBBEAN CHICKEN CURRY BOWL ￼￼￼

850 cal, 29g protein

jamaican style curry chicken, roasted Yukon gold potatoes, roasted carrots, brown rice, baby spinach, curry onion gravy



### THAI RED CURRY WITH VEGGIES ￼￼￼

550 cal, 9g protein

roasted fingerling potatoes, roasted cauliflower, red curry sauce, roasted peppers & onions, brown rice, green onions



### CHICKEN BURRITO BOWL ￼￼￼

380 cal, 32g protein

chicken, corn salsa, black beans, cotija cheese, brown rice, cilantro, salsa verde



### CREAMY BROCCOLI MAC & CHEESE ￼￼￼

470 cal, 24g protein

whole wheat rotini pasta, creamy cheese sauce, steamed broccoli, green onions



### LINGUINE MARINARA W/ BEEF MEATBALLS ￼￼￼

380 cal, 32g protein

beef meatballs, linguine pasta, marinara sauce



### SALMON SUPERFOOD SALAD ￼￼￼

620 cal, 27g protein

roasted salmon, sweet potato, broccoli, pickled red cabbage, tamari pepitas, quinoa and beluga lentils, arugula, turmeric ginger vinaigrette



### MEXICAN STREET CORN CAESAR ￼￼￼

320 cal, 32g protein

mixed greens, chicken, roasted corn, grape tomatoes, chili pita crisps, cotija-lime caesar dressing, cotija cheese, cilantro



### GREEN GODDESS GLOW SALAD ￼￼￼

540 cal, 18g protein

lettuce blend, grape tomatoes, shredded carrots, green goddess dressing, pita crisps



### RAINBOW CRUNCH SALAD ￼￼￼

460 cal, 11g protein

cabbage, sweet potatoes, edamame, pickled beets, pomegranate vinaigrette



### MUSHROOM PHILLY WRAP ￼￼￼

710 cal, 22g protein

marinated mushrooms, provolone cheese, roasted peppers and onions, garlic herb mayo, whole wheat lavash



### PESTO CHICKEN ON CIABATTA ￼￼￼

920 cal, 41g protein

shaved chicken, pesto aioli, provolone cheese, balsamic peppers and onions, garlic herb mayo, whole wheat ciabatta



### CHIMICHURRI CHICKEN ON CIABATTA ￼￼￼

680 cal, 34g protein

shaved chicken, chimichurri aioli, pickled onions, arugula, feta, whole wheat ciabatta



### CHEESY BEAN BURRITO ￼￼￼

640 cal, 22g protein

black beans, brown rice, cheddar cheese, roasted corn, chili lime crema

## Sample Menu

Everytable meals are made from scratch each morning at our central kitchen using fresh, whole ingredients.

Menu items rotate seasonally and are inspired by the vibrant, diverse cultures of our community.



### MONICA'S BREAKFAST BURRITO ￼￼￼

610 cal, 31g protein

scrambled eggs, salsa roja, black beans, monterey jack cheese, brown rice, chile and onion wrap



### TURKEY SAUSAGE, EGG, & CHEDDAR SANDWICH ￼￼￼

410 cal, 21g protein

whole wheat english muffin, turkey sausage patty, fried egg, cheddar cheese, chipotle mayo



### MAÑANEROS BOWL ￼￼￼

340 cal, 13g protein

scrambled eggs, roasted sweet potatoes, black beans, queso fresco, tortilla strips, salsa roja



### MANGO COCONUT CHIA SEED PUDDING ￼￼￼

340 cal, 5g protein

chia pudding, chia seeds, maple syrup, mangos, mango sauce, coconut chips



### DRAGONFRUIT GRANOLA PARFAIT ￼￼￼

280 cal, 12g protein

greek yogurt, maple seed granola, maple syrup, pumpkin seeds, sunflower seeds, quinoa, dragon fruit compote

**Just. Good. Food.**

**Local Ingredients**

**Chef-Prepared Meals**

**Made in LA**



**EVERYTA**







Fresh, chef-prepared meals.

**EVERYTABLE**

Just.  
Good.





# EVERITABLE

Salads, Grain Bowls, Hot Plates.



FROM SCRATCH



VEGAN & GLUTEN FREE OPTIONS



GOOD FOR YOU. GOOD FOR ALL.



#THISFOODFIGHTS







# Current Snapshot

● Founded in 2016

● 50+ Stores across LA, Orange, Riverside & San Diego Counties

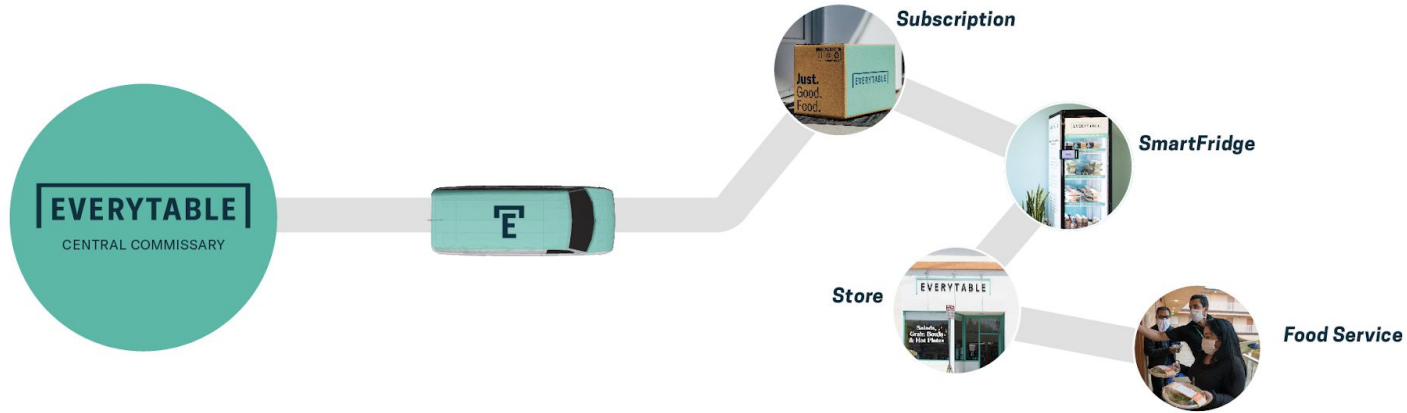
● 8 stores open in New York City: Chelsea, East Village, Financial District, Harlem, Brooklyn, Astoria

● 4,500+ weekly home delivery customers

● 150+ institutional food service accounts

● Launched medically tailored meals Summer 2022

# OUR BUSINESS MODEL



## CENTRAL KITCHEN

Our central kitchen keeps costs low so we can sell meals at <50% the price of traditional restaurants.

+

## DELIVERY

Our fleet of refrigerated vehicles deliver to thousands of homes and businesses, bringing the Everytable market experience directly to your doorsteps.

+

## EVERYTABLE, EVERY WHERE

From retail to home delivery to catering, we can sell to customers wherever they are (home, office, community center, out-and-about).



# CASE STUDY: Project Roomkey & Project Homekey

Everytable serves homeless service providers of every scale, including

- transitional and rapid housing
- Permanent Supportive housing
- safe parking programs
- hotel voucher programs

Everytable served as the primary food provider for Project Roomkey in Los Angeles County for the past two years, **servicing up to 30 sites breakfast, lunch and dinner daily.**

Everytable provided dedicated account management to LAHSA and dozens of PRK/PHK operators to ensure all residents were fed on a daily basis.





## CASE STUDY: Senior Meals

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Between 2020-2023, Everytable delivered over **4 million meals** to more than **15,000 seniors** in the City of Los Angeles, making us the largest senior meals provider in the second largest city in America.

In partnership with the Mayor of Los Angeles and the City's Department of Aging, Everytable launched an emergency Home Delivered Senior Meal Program at the onset of the Covid-19 pandemic. As older adults have been slow to return to senior centers and other congregate meal sites, many continue to request Everytable's home delivered meals.

Everytable's healthful and delicious meals, in addition to our extensive delivery capacity, has expanded outreach and impact for the Department of Aging.







# CASE STUDY: College Students

On March 21, 2020 the Santa Monica College Foundation launched the Meal Project and partnered with Everytable to deliver 7 meals each week to vulnerable students struggling with food insecurity, free of cost for the students.

**To date, Everytable has provided over 175,000 meals to more than 1,000 SMC Students.**

Since then, Everytable has partnered with other colleges to provide home delivered meals and/or to-go meals at on campus grocery distributions. Some partners include:

- California State University, Dominguez Hills
- California State University, Los Angeles
- Compton College
- Charles R. Drew University
- Rio Hondo College
- Los Angeles Pierce College
- El Camino College
- University of Southern California
- Pasadena City College
- Long Beach City College

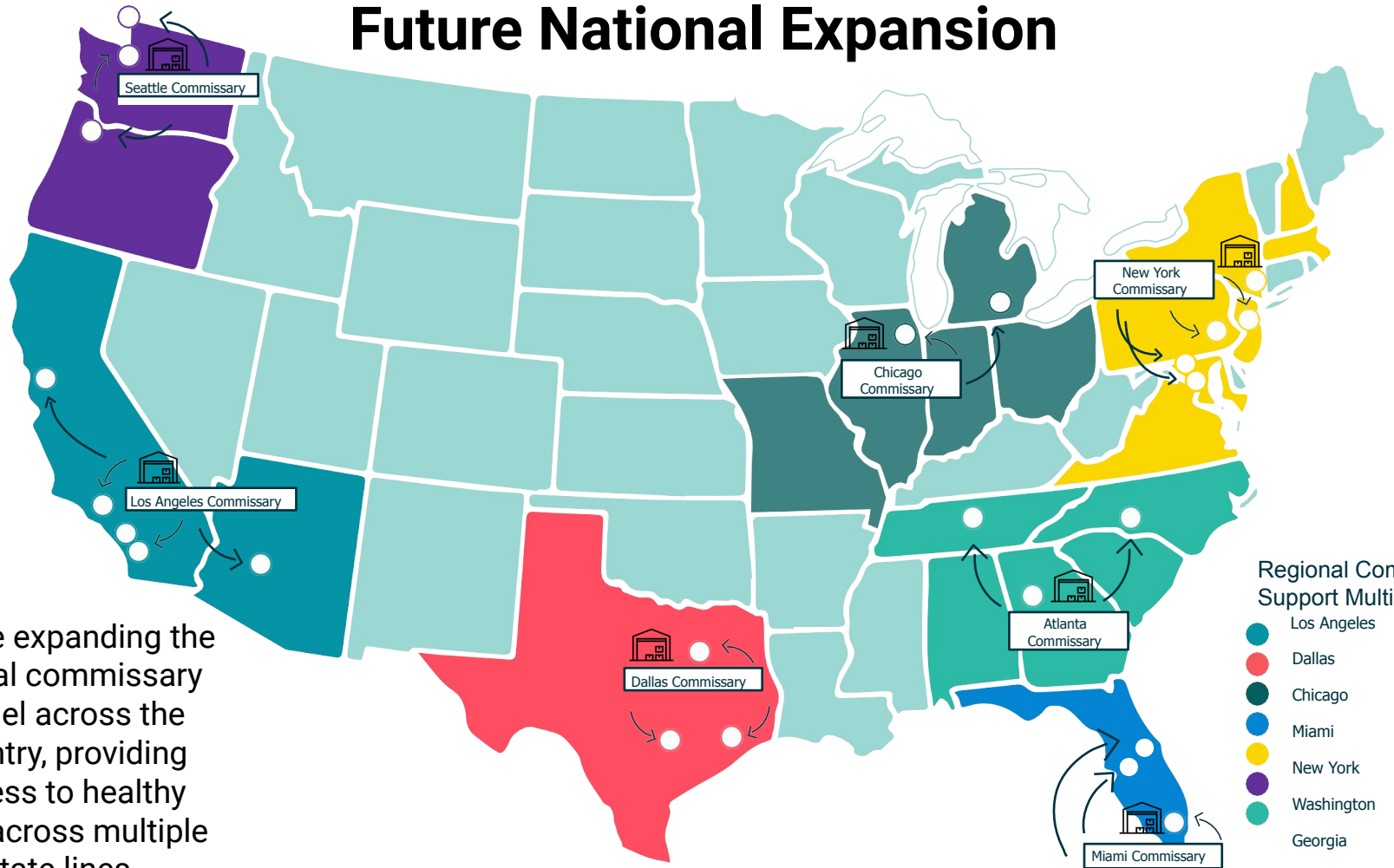
*"I'm far less food insecure now knowing I have healthy eating for the week ahead. It's one less worry in this time of rampant uncertainty."  
-Santa Monica College student*

**54% of SMC students surveyed are food insecure**

#RealCollege Survey - Heppa Center for College, Community & Justice at Temple University  
April 2018



# Future National Expansion



We are expanding the central commissary model across the country, providing access to healthy food across multiple state lines.

# A New Paradigm For Food Justice

A commitment to food justice requires a reckoning with systemic inequality.

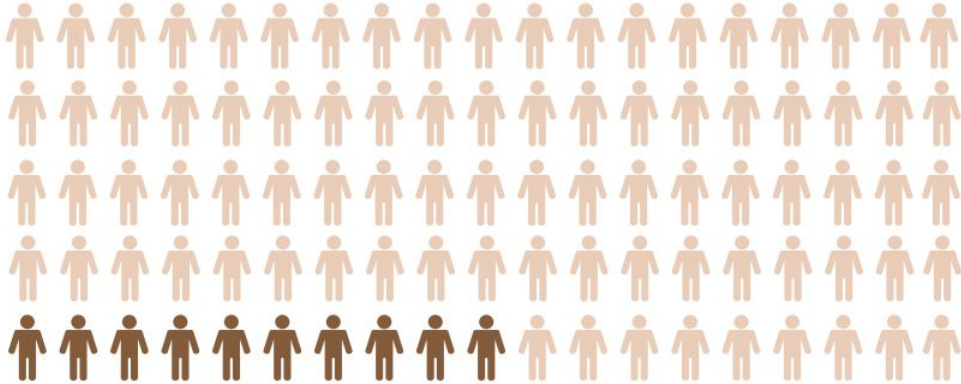
Low income communities of color have endured decades of divestment impacting access to economic opportunity as well as healthy food.

We can't go back to business as usual.





# The Social Equity Difference



Of the 2,000 McDonald's franchisees in North America,  
about 185 are African-American.

SOURCE: BUSINESS INSIDER

## Everytable Franchise

- ✓ Zero investment required
- ✓ No net worth requirement
- ✓ Manager compensated
- ✓ Healthy food impact
- ✓ Marginalized community entrepreneur
- ✓ Community building opportunity
- ✓ Fast path to multiple franchises

## Traditional Franchise

- ✓ Substantial capital required
- ✓ High net worth required
- ✓ All risk born by franchisee
- ✓ Perpetuating unhealthy eating habits
- ✓ Traditional wealth profiles
- ✓ No community involvement
- ✓ Restrictions on multiple franchises



***“My hope is that this will become a family business and we will purchase additional locations. I’m focused on building wealth and achieving my dream of buying a home and eventually setting up a trust fund for my family. My expectation is that I will be supported and successful.”***

**Dorcia White-Brake,  
Everytable Franchisee  
Candidate**



# PARTICIPANT STORIES



## SUSANA CABRERA

- From: Torrance, CA
- Current: Store Manager, Everytable Watts
- Former: Hot dog street vendor
- Tenure with Everytable: 6 years

## What does food justice mean to you?

“It is very personal. I was raised by a single mom who devoted herself to work to make ends meet. We had very little money for food. As an immigrant, we did not qualify for government support. Everytable has access to food at a very low price. Having healthy food accessible for all means a lot to me.”

# PARTICIPANT STORIES



## DEE ADIMORA

- From: Gardena, CA
- Current: Store Manager, Everytable Compton
- Former: Carl's Jr manager, 30 years
- Tenure with Everytable: 3 years

### What does this opportunity mean to you?

"I'm so excited and grateful to be admitted into the Social Equity Franchise Program. As a store manager of our Compton location over the last four years I've experience first hand the impact of having access to fresh, nutritious, affordable meals has had on the community. Several of my customers have told me stories about how their health has improved since they started eating our meals. I'm looking forward to becoming an Everytable owner and continuing that impact along with creating economic mobility and wealth for me and my family."



**Liz Tulasi**

Director, Strategic Partnerships

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**Thank you!**