



Sacred Garden Gourmet

**Healthy Snack Solutions for Airlines & Airports -
Where Caribbean and African Roots Meet**

Elevating the in-flight and airport food experience with plant-based, clean-label nutrition designed specifically for travel.

Sacred Garden Gourmet uniquely combines culinary wellness with purpose—connecting each snack to a story of empowerment. Our snacks are not only nutrient-dense and handcrafted but also support farm-to-future education labs for youth in underserved communities.

Sacred Garden Gourmet

Healthy, Plant-Based Snacks Designed with Purpose for Travel

Founder & CEO: Dr. Denise Buchanan

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We're transforming the travel food experience by bringing nutrient-dense, plant-forward snacks to airlines and airports. Our mission is to prove that convenience, exceptional taste, and clean nutrition can thrive at 35,000 feet.

Airline Snacks Are Outdated — Travelers Have Moved On



The Problem

Today's airline snacks fail to meet modern passenger expectations. Most options are loaded with sodium, sugar, and empty calories that leave travelers unsatisfied and seeking alternatives.

- Health-conscious passengers routinely skip airline snacks or pack their own food
- Airlines face mounting pressure to enhance passenger experience and strengthen brand reputation
- Current offerings create a disconnect between wellness trends and what's actually served onboard

❑ **The Critical Gap:** Very few clean-label, plant-based, portion-controlled snacks exist that are specifically engineered for air travel logistics and airport retail environments and which support education in underserved communities.

Health Is Now a Travel Expectation — Not a Luxury

The travel industry is experiencing a fundamental shift in passenger expectations. Wellness, plant-based options, and allergen-friendly foods have moved from niche preferences to mainstream demands that directly impact airline choice and customer loyalty.

Revenue Opportunity

Airlines and airports generate significant ancillary revenue through food & beverage sales, making product quality a direct profit driver

Competitive Advantage

Better snacks translate to higher customer satisfaction scores, increased brand loyalty, and meaningful differentiation in a crowded market

Operational Efficiency

Airlines need simple logistics, predictable margins, positive brand alignment, and passenger-approved products that actually get consumed



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Purpose-Built Healthy Snacks for Modern Travel



Sacred Garden Gourmet delivers healthy, plant-based snacks engineered specifically for the unique demands of air travel and airport retail environments.

Designed For

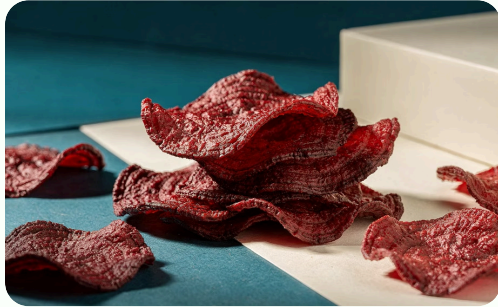
- In-flight service across all cabin classes
- Airport retail and grab-and-go locations
- Airline catering partner distribution networks

Core Product Principles

- **Clean ingredients** with transparent sourcing
- **Plant-forward nutrition** that delivers real benefits
- **Portion-controlled packaging** optimized for travel
- **Altitude-tested taste** to ensure satisfaction at 35,000 feet
- **Celebrating flavors inspired by Caribbean and African heritage** while emphasizing soil health, circular economies, and women-led sustainable production.

Travel-Optimized Healthy Snacks-Trinity Chips

Cohesive "root vegetable" narrative provide Caribbean authenticity (all three used in Caribbean cooking) Beautiful color variety (red, orange, purple-white) Complementary flavor profiles that work with jerk seasoning. Sturdy chips that survive airline handling.



Beet Veggie Crisps

Light, crunchy, and packed with natural antioxidants. Our signature beet crisps deliver earthy sweetness with zero guilt.



Sweet Potato Crisps

Naturally sweet and satisfying, these golden crisps provide complex carbohydrates and essential vitamins in every bite.



Spicy Taro Jerk Crisps

Bold Caribbean-inspired flavor that brings excitement to healthy snacking. Perfect for adventurous palates.

Packaging Excellence

In-Flight Compliant

Single-serve portions designed specifically for airline service requirements and space constraints

Flexible Branding

Available in both branded Sacred Garden packaging and white-label options for airline partners

Logistics-Ready

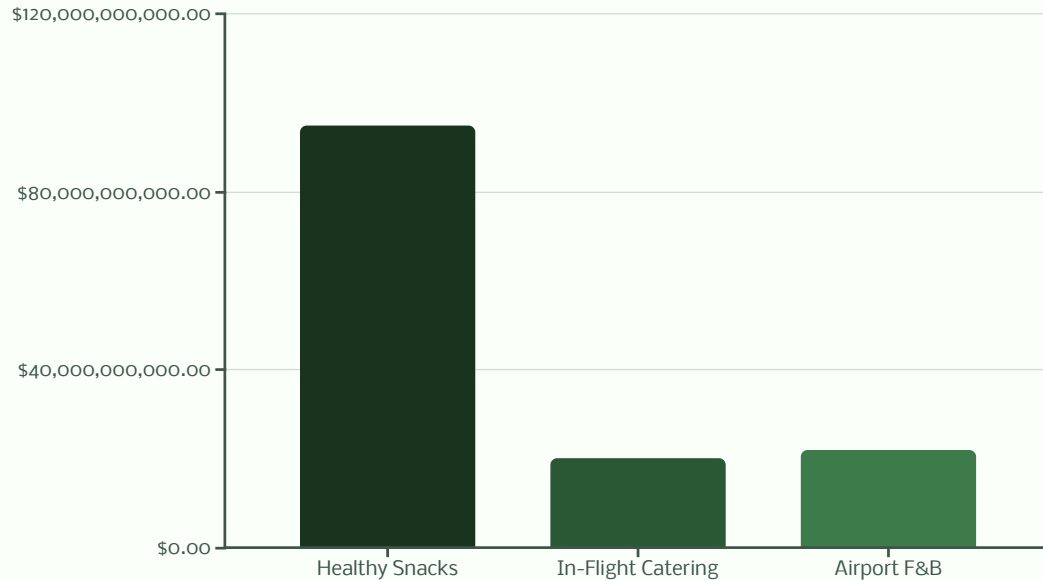
Shelf-stable formulation ensures reliable supply chain management and reduces waste

Why We Win in a Crowded Snack Market

Traditional Airline Snacks	Sacred Garden Gourmet	Our Advantage
Highly processed ingredients	Clean-label formulations	Transparency builds trust
Low nutritional value	Plant-based nutrition	Real health benefits
Commodity products	Brand-enhancing options	Strengthens airline identity
No sustainability story	Mission-driven approach	Aligns with ESG goals
Generic one-size-fits-all	Travel-specific engineering	Solves unique challenges

- ❏ **Strategic Positioning:** We're not competing with grocery store chips. We're solving a travel-specific problem that traditional snack companies don't address.

Large, Growing, Underserved Market



Market Opportunity

The intersection of healthy snacking and travel represents a massive, underserved opportunity with multiple revenue streams and consistent demand.

Global Market Context

- **Healthy snacks market:** ~\$95B+ and growing
- **In-flight catering market:** ~\$20B+ annually
- **Airport food & beverage:** ~\$22B+ per year

Initial Target Market

- U.S. domestic airlines seeking differentiation
- Regional and boutique carriers prioritizing passenger experience
- Major airport retail operators with health-focused merchandising

This represents a **high-volume, repeat-purchase market** with long-term contract potential and predictable revenue streams tied directly to passenger traffic.

How We Make Money



Direct Airline Contracts

Per-unit pricing with volume commitments from airlines for in-flight service programs



Airport Retail Wholesale

Higher-margin distribution through airport shops and grab-and-go locations



White-Label Partnerships

Strategic catering partnerships with co-branded or airline-branded product lines

Why This Model Scales

Predictable Demand

Passenger volume drives consistent, forecastable order patterns

Long-Term Relationships

Multi-year supplier contracts create stable revenue foundations

Repeat Orders

Consumable products with automatic reordering tied to flight schedules



Unit Economics & Margin Structure

\$0.45

Cost Per Unit

Efficient production with room for scale economies

\$1.05

Wholesale Price

\$0.90 - \$1.20 range depending on volume and partnership structure

35%

Gross Margin

30 - 40% margins with significant improvement potential



Margin Enhancement Drivers

Our unit economics improve substantially as we achieve operational milestones and build strategic partnerships.

- **Volume production:** Economies of scale reduce per-unit costs significantly as production batches increase
- **Long-term contracts:** Multi-year airline agreements provide purchasing power with suppliers and manufacturing partners
- **White-label expansion:** Premium partnerships with major airlines command higher wholesale pricing and strengthen brand positioning

Smart, Phased Market Entry Strategy

1

Phase 1: Pilot & Validation

Target: Regional airlines, boutique carriers, and select airport retail

- 2-3 airline pilot programs
- 5-10 airport retail placements
- Proof of concept and testimonials
- Product-market fit refinement

2

Phase 2: Scale & Expansion

Target: National carriers and multi-airport contracts

- Major airline partnerships
- Multi-airport retail agreements
- Expanded SKU portfolio
- White-label product lines

3

Phase 3: National Dominance

Target: Category leadership in travel snacking

- Multiple airline fleet contracts
- Airport chain partnerships
- International expansion
- Strategic acquisition target

Sales Strategy & Distribution



Direct B2B Sales

Dedicated outreach to airline procurement, catering directors, and airport retail buyers



Catering Partnerships

Strategic relationships with major airline catering companies for distribution leverage



Industry Events

Presence at travel, airline, and food service trade shows to build visibility and relationships

Raising \$500,000 Seed Capital

Validation Round to Secure Airline Pilots & Scale Production

Investment Structure

Seeking: \$500,000 Seed Round

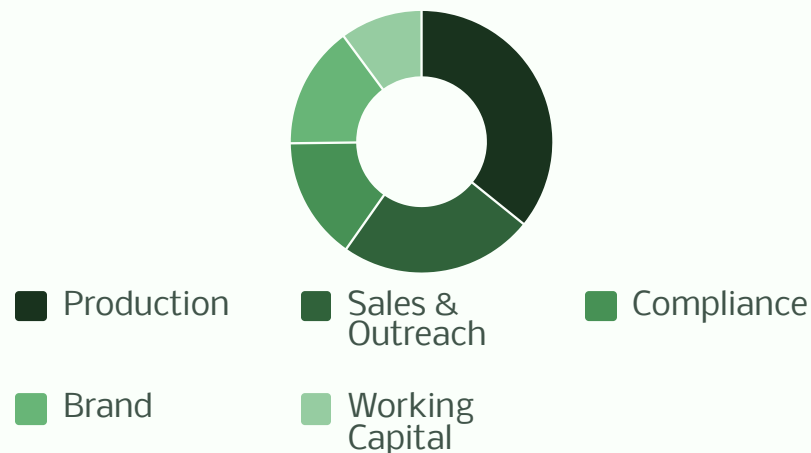
Instrument: SAFE or Convertible Note

Valuation cap: \$3 - 5M (appropriate for pre-revenue/pilot-stage CPG)

Runway: 12 - 18 months

Target Investors

- Angel investors in food, travel, and wellness sectors
- Impact investors aligned with sustainability missions
- Strategic airline, airport, or catering partners



📌 **Why \$500K Is Strategic:** Sufficient capital to prove airline traction through pilots and LOIs while demonstrating capital discipline. Positions company for \$1.5 - 3M Series A after securing contracts.

Use of Funds Breakdown

01

Production & Packaging Scale — \$180,000 (36%)

Move from concept to airline-ready volume with small-batch manufacturing, single-serve inflight-compliant packaging, shelf-stability testing, and initial pilot inventory

02

Sales & Airline Procurement — \$120,000 (24%)

Dedicated B2B sales expertise, trade show presence, airline catering relationship development, sample kits, and pilot program execution

03

Regulatory & Compliance — \$75,000 (15%)

FDA labeling, nutrition analysis, allergen testing, co-packer audits, and airline catering compliance documentation to de-risk procurement

04

Brand & Product Refinement — \$75,000 (15%)

Packaging design aligned with premium travel aesthetic, brand messaging for wellness positioning, and white-label system development

05

Working Capital & Contingency — \$50,000 (10%)

Operational flexibility for inventory timing, logistics adjustments, and unexpected production or compliance needs

Meet the Founder



Dr. Denise Buchanan

Founder & CEO, Sacred Garden Gourmet

Dr. Denise Buchanan is an accomplished entrepreneur, seasoned travel writer, and sustainability leader with a lifelong love of exploration and food culture shaped by decades of global travel. As a frequent flyer, she has experienced firsthand the limitations of conventional airline snacks—often highly processed, nutritionally empty, and disconnected from the wellness values modern travelers increasingly seek. That personal frustration, paired with professional expertise, inspired the creation of **Sacred Garden Gourmet**.

With a background spanning regenerative food systems, wellness-driven design, and mission-based enterprises, Dr. Buchanan brings a rare blend of scientific rigor and creative innovation to the travel food space. She is widely recognized for translating complex health and sustainability principles into practical, scalable solutions that meet real-world operational demands.

Her work at the intersection of growing food, health, and design, uniquely positions Sacred Garden Gourmet to bridge the gap between **health-conscious traveler expectations** and the **logistical realities of airline and airport food service**. Rather than competing in saturated consumer snack categories, she has intentionally focused on a high-volume, repeat-demand travel market where better food is no longer a luxury—but an expectation.

As both a traveler and founder, Dr. Buchanan understands that food at 35,000 feet must do more than fill time—it must nourish, satisfy, and enhance the journey. Sacred Garden Gourmet reflects her belief that convenience, wellness, and sustainability can coexist, even in the most operationally complex environments.

Our Vision

To become a **leading healthy snack provider for global travel**, proving that convenience, nutrition, and sustainability can coexist – even at 35,000 feet. We're not just selling snacks; we're elevating the entire travel experience through food that nourishes, delights, and respects both people and planet.

2-3

Airline Pilots

Target for Year 1 validation

5-10

Airport Locations

Initial retail placements

\$1M+

Revenue Pipeline

Projected within 18 months