

**Good Eggs is a pioneering San Francisco-based online grocery that's reinventing not just grocery but the food system as a whole. It's the only company that offers the combination of absurdly fresh produce, everyday groceries, dinner kits and bundles, and wine —delivered the same day.**

### **Absurdly Fresh**

85% of the goods Good Eggs sources are from local producers. Good Eggs works directly with them- from bakers to fishermen to farmers and winemakers—to bring their goods to Good Eggs, which in turn delivers them to customers within a couple of days, and often on the same day.

Food this fresh is better, healthier, and lasts longer—which means greater value for the customer. Less than 5% at Whole Foods and 1% at Safeway is sourced locally.

### **A comprehensive but curated selection.**

What customers need. Good Eggs carefully sources and stocks everything from produce to pantry items to protein; wine; and more.

Carefully sourced and selected. Good Eggs works with producers that provide not just good food but responsibly produced food: organic; grown and produced with the help of workers earning fair wages.

### **Only the best.**

While the conventional grocery offers a staggering array of 50,000 SKUs, Good Eggs will never offer more than 5000, a focused assortment of only the best groceries and produce, rather than an endless assortment of middling quality. Producer partners include:

- Tartine country loaves — for Sunday brunch
- Dave's Killer Bread — for school lunch
- Fair trade bananas — because every customer asked for them
- Peaches from Masumoto farms — because it tastes like a bite of summer
- Coffee from Blue Bottle — so you can brew a perfect cup of coffee at home
- Fresh pasta from The Pasta Shop — for 5-minute meals
- Wild ground salmon at \$10.99/lb— for weeknight dinners
- Awesome Bars — for healthy snacking
- Burma Superstar salad kits — for a better desk lunch
- Annie's Mac & Cheese — because the kids love it
- Wine from Broc Cellars - because every night wines should be delicious

### **Built around the needs of busy people.**

Delivered the same day, always free over \$60.

Customers who order by 1pm to get groceries by dinnertime. Cold items are packed separately with ice packs, so it can even deliver when customers aren't around.

Dinner kits to help get dinner on the table, fast. Good Eggs has developed a line of dinner kits requiring no more than 15 minutes prep time, to help get dinner on the table on weeknights with a minimum of fuss and shopping. The Weeknight Dinner Kits (three delivered at a time) require no subscription and can be delivered alongside everyday groceries, saving on packaging and hassle.

Wine delivered, too. Good Eggs has recently launched its wine service with a collection of natural wines starting at \$10.00.

Exceptional customer service from people who care. Unlike other food delivery companies, Good Eggs offers good jobs to our operations team. They're full-time, benefited, and everybody has equity. They're invested (literally) in ensuring orders arrive perfectly. The result: 99% of orders delivered in full vs 75% for grocery delivery services.

### **Geography**

Good Eggs is available in most Bay Area zip codes, including San Francisco, the East Bay, much of Marin, the Peninsula (including Pacifica) and the South Bay (as far as Sunnyvale).

Good Eggs is privately owned. Investors include Index Ventures, S2G Ventures, Obvious Ventures, and others. Good Eggs is a Certified B Corp.

