



Dear Store Manager or Buyer,

I would like for you to consider carrying Outdoor Herbivore products in your store.

Outdoor Herbivore produces tasty, one-pot dried meals that are easy to prepare on the trail. The preparation is simple and quick. The ingredients are added together in a pot of boiling water and are ready to eat in less than 15 minutes.

Best of all, these meals are made with **organic, natural, whole food** ingredients and feature a variety of dried herbs and seasonings, providing a range of flavor that is **lower in sodium**. The products are **all vegetarian** (many are vegan) and are free of GMO's, preservatives, and additives. Many of the products are also free of common food allergens, such as gluten, dairy, egg, and fish so more people can enjoy these delicious shelf-stable meals. Outdoor Herbivore's products are a **healthier** alternative to mass-produced freeze-dried camp foods.

Outdoor Herbivore also features many no-cook meals (just add cold-water), which are especially convenient for stove-less travel such as ultra-light backpacking, paddling, bike packing, and sailing. Also, the packaging is more eco-friendly because it uses less plastic, a design that allows for efficient transport, rather than boiling water. Environmentally-minded consumers and backpackers appreciate the **saving** on space, weight, and waste.

I think Outdoor Herbivore's products would appeal to many of your customers who are interested in instant meals that are light weight, offer positive nutrition, or are dealing with food allergies and dietary restrictions.

Product Profile

- Gourmet one-pot dried meals that are easy to prepare
- Organic ingredients
- Flavors that appeal to a broad audience
- Minimum storage life of 1+ years
- Hand packed meals made **locally** in **Sacramento, CA**

Customer Profile

- Health conscious consumers desiring convenience
- Hikers, Backpackers, Paddlers, Campers, and Outdoor Recreationists
- Vegetarian and non-vegetarian students & office workers
- Consumers with dietary restrictions
- Emergency meals for power outages & disasters

To request product samples and information, you can email sales@outdoorherbivore.com, visit the website at OutdoorHerbivore.com, or call: 877-267-4792.

Thanks for your consideration!

Outdoor Herbivore