

# NONA

## VEGAN

### **NONA Vegan invites investors to join in success**

Toronto, Ontario: November 17th 2022

[NONA Vegan Foods](#), a long-time favourite with Canadian customers, wins the Greater Seattle Business Association (GSBA) and Wells Fargo pitch competition. CEO and 'Sauce Boss' Kailey Gilchrist was nominated by the Trade Commissioner Service (TCS) to represent Canada at the competition in October 2022.

This win is the latest in a series of highlights for the company. Kailey was selected 'favourite pitch' at the Open People Network (OPN) Pitch in September 2022, and was selected to exhibit in the Canadian Government pavilion at Expo East in Philadelphia, PA (an annual industry trade show).

On the heels of these wins, NONA is inviting people to own a piece of the company. "[We're raising \\$300,000 on FrontFundr](#) in order to expand our sales team and market reach in Canada and the United States" says CEO & 'Sauce Boss' Kailey Gilchrist. "For as little as \$250 CAD, everyday investors can be a part of our 'famiglia' as we embark on our ambitious growth plan."

Says Kailey, "It's no surprise that female entrepreneurs have a tough time raising funds. In fact, start-ups led by women received just [2.3% of venture capital](#) funding in 2020. That means getting creative in how you raise money. My community has been so supportive of my products, which I hope translates into investors."

The total plant-based food market in [2021 was \\$7.4B](#), but more importantly, is growing almost twice as fast (27% year over year) as overall food sales. NONA has established a strong community and is available in over 700 Canadian and US retailers (such as Sobeys and Whole Foods).

"We're ideally positioned to meet the evolving palates of consumers," continues Kailey. "Our sauces are refrigerated, which allows us to have a higher PH, and no preservatives... this means a superior, less acidic flavour than our competitors. Rich ingredients such as fresh cashews, vine-ripened tomatoes and herbs recreate authentic Italian tastes."

FrontFundr appeals to Canadians who subscribe to “invest in what you believe,” adds Kailey. “Be part of our journey as we grow NONA across North America. Environmentally-conscious consumers, who enjoy delicious food, are here to stay, and NONA Vegan is here to serve.”

Learn more about the investment opportunity at [www.frontfundr.com/nonavegan](http://www.frontfundr.com/nonavegan).

See details of the offering at [www.frontfundr.com/nonavegan](http://www.frontfundr.com/nonavegan). This communication is for informational purposes only.

### **About [FrontFundr](#)**

FrontFundr is Canada’s leading online private markets investing platform. Its platform allows all Canadians – from seasoned financial professionals to first-time investors – to support the ideas and initiatives they want to see succeed.

### **About [NONA Vegan Foods](#)**

Since 2013, NONA Vegan has produced high-quality, refrigerated Italian sauces that are both delicious and healthy. The company is a dedication to CEO & ‘Sauce Boss’ Kailey Gilchrist’s late Italian mother. Product offerings include three cashew-based sauces: Alfredo, Cheesy, and Carbonara, as well as two tomato and oat-based sauces: Rosée and Bolognese (featuring BeyondMeat®). They are gluten-free, dairy-free, Kosher-certified, non-GMO, keto-friendly and preservative-free, with soy-free and nut-free options as well. They are ready-to-use, resealable, and Italian mama approved.

NONA currently sells at over 400 stores in Canada (including Whole Foods [ON, BC] and Sobeys [ON]), and over 300 stores in the US (including Erewhon [CA] and Central Market [TX]). NONA is a privately-held, woman-owned, LGBTQ+ company with headquarters in Toronto, Ontario. Visit NONA at: [nonavegan.com](http://nonavegan.com).

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