

# SHIRE'S<sup>®</sup>

## NATURALS

Cultivating Health Through  
Quality Dairy Alternatives

[www.eatshires.com](http://www.eatshires.com)

Founder & CEO: Joshua Velasquez



# Company Overview

A Delicious Innovation

## Mission Statement

Shire's Naturals is redefining dairy-free by crafting clean-label, fermented cheeses made without oils, gums, or artificial thickeners. Our mission is to be the leading dairy alternative brand for health-conscious consumers seeking **real, simple ingredients** that deliver superior taste and texture.



# Addressing the Problem

## The Hidden Ingredients in Dairy Alternatives

### The Problem



#### The Hidden Ingredients in Dairy Alternatives

- Most dairy-free cheeses use cheap inflammatory oils, gums, and starches.
- Consumers are misled into thinking they're buying a healthy alternative.
- The lactose-intolerant population (1 in 3 Americans) lacks clean options.

### The Solution



#### Shire's Naturals is Different

- Naturally fermented for better taste & digestion.
- Zero oils, gums, or artificial thickeners.
- Crafted with simple, real ingredients for a clean label alternative.

# Market Opportunity



## Dairy-Free

The market is expected to grow at a compound annual growth rate (CAGR) of 8.84%, reaching \$15.23 billion by 2030.

Source: Mordor Intelligence's report on the United States Dairy Alternatives Market.  
<https://www.mordorintelligence.com/industry-reports/united-states-dairy-alternatives-market>



## Lactose Intolerant

1/3 of the U.S. population (110 million people) are lactose intolerant, creating sustained demand beyond just the plant-based market.

Source: NIDDK <https://www.niddk.nih.gov/health-information/digestive-diseases/lactose-intolerance/definition-facts#common>



## Health & Wellness

Health-conscious consumers are driving growth, seeking clean-label, whole-food alternatives to traditional dairy-free brands.

Source: Statista <https://www.statista.com/chart/16796/us-interest-in-healthy-food/>

# Founder's Story

## The American Dream Built from the Ground Up

### Joshua Velasquez – Founder & CEO

- Driven to succeed—born in the projects of Queens, NY, as a first-generation American, with deep roots and unwavering resolve to build Shire's into a household name.
- Grew up vegetarian, later discovering his own lactose intolerance.
- Built a test lab in 2013 in his parents' basement, spending four years developing a cleaner, fermented dairy alternative.
- Scaled production to an 8,000 sq. ft. facility by 2019.
- Rebranded to Shire's Naturals in 2024 for broader expansion.
- Built a zero-waste, inclusive brand focused on sustainability.



# The Team

## Leadership Team



**Joshua Velasquez**  
*Founder & CEO*

A self-taught entrepreneur in **operations and manufacturing**, Joshua has built Shire's Naturals from the ground up, leading three production scale-ups and executing a strategic rebrand for mass-market success. His **market foresight, hands-on approach, and commitment to clean-label innovation** drive the company's growth.



**Joel Patterson**  
*VP of Sales*

A **16-year retail veteran** with deep experience in grocery and foodservice, Joel successfully built and exited a high-volume natural grocery store in 2024. He has a **strong foodservice background as a Chef, GM, and sales leader**. Passionate about real food that connects people and communities, he now leads retail expansion and sales strategy, leveraging buyer relationships and category expertise to drive sustainable growth.



## Board of Advisors

**100+ years of leadership & CPG experience**



**Bob Burke**  
*Natural Products Consultant,  
Former Stonyfield VP*



**Allison Houle**  
*CPG Marketing Strategist,  
VP of Marketing at Jovial Foods*



**Ashok Bahl**  
*Supply Chain Expert,  
Former Director of Procurement  
at C&S Wholesale*



# Products: Cheese Line



- ✓ **Simple Ingredients:**  
Cashews, water, Himalayan pink salt, nutritional yeast, cultures.
- ✓ **Modern Branding Approach:**  
A balance of modern aesthetics with a classic touch—clean, recognizable, and familiar.
- ✓ **Shire's Name:**  
Evokes trust, heritage, and quality.



# Products: Frozen Ravioli Line



- ✓ **Best Taste & Texture:**  
A creamy, savory blend of cashew cheese and tofu for a rich filling.
- ✓ **Modern Branding Approach:**  
A modern look with a classic touch, designed to stand out in freezer aisles.
- ✓ **Simple Ingredients:**  
Premium dairy-free cheese, tofu, and pasta.



# Competitive Landscape

## Key Competitors & Positioning



Brand		Ingredients	Fermentation	Price Point
Shire's		No oils, gums, or fill	✓	\$6.99
Miyoko's		Some starches, coconut oil	✓	\$6.99
Kite Hill		Uses gums, almond-based	No	\$6.99
Violife		Starches, oils, stabilizers	No	\$5.99

### Key Takeaway:

**Shire's Naturals is a premium, fermented, clean-label dairy-free cheese brand with strong potential to expand across multiple categories and differentiate itself from competitors.**

# Retail Traction & Expansion

## Current & Upcoming Retailers + Growth Targets

### Current Retailers:

Market Basket, Giant, Big Y, Earth Fare, INFRA (High Volume Independents), NCG (National Coop Grocers), and Dave's.



### Upcoming Launches:

Whole Foods (N. Atlantic), ShopRite (March 2025).



### Retailer Pipeline:

Active discussions with Harris Teeter, Weis, Wegmans, Sprouts.



### Distribution Partners:

UNFI, AGNE, Rainforest, New England Specialty Foods.



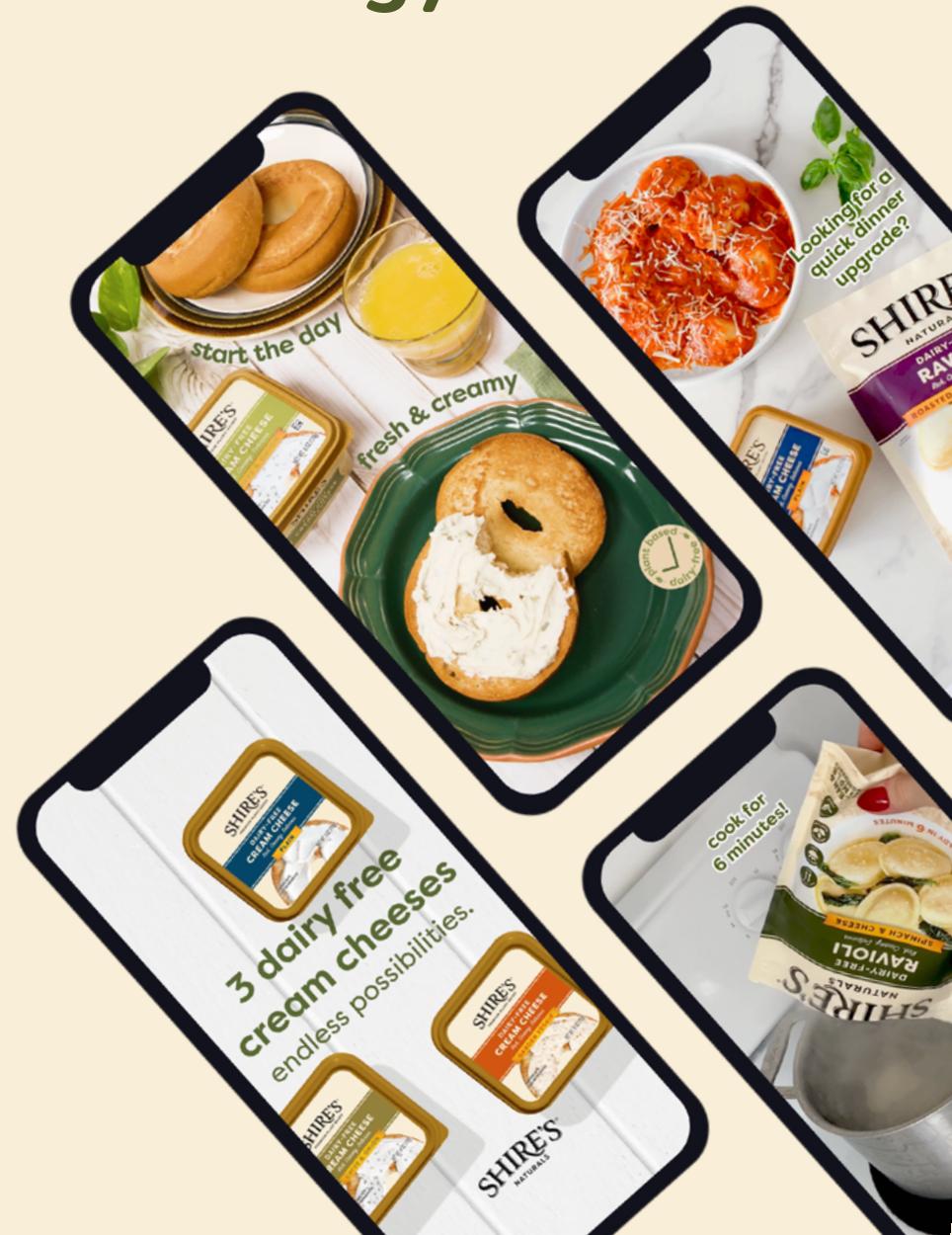
A proven track record of retail acceptance, with expanding partnerships driving our next growth phase.

# Marketing & Brand Growth Strategy

## Core Marketing Approach

- ✓ **Retail Promotions & In-Store Activations:**  
Driving trial through trade spend, off-shelf placements, and in-store demos.
- ✓ **Digital & Social Advertising:**  
Geo-targeted digital ads, paid influencer partnerships, and content marketing.
- ✓ **Retailer-Specific Marketing:**  
Customized co-marketing programs with major retailers.
- ✓ **Foodservice Expansion:**  
Targeting Sysco & US Foods for large-scale distribution.

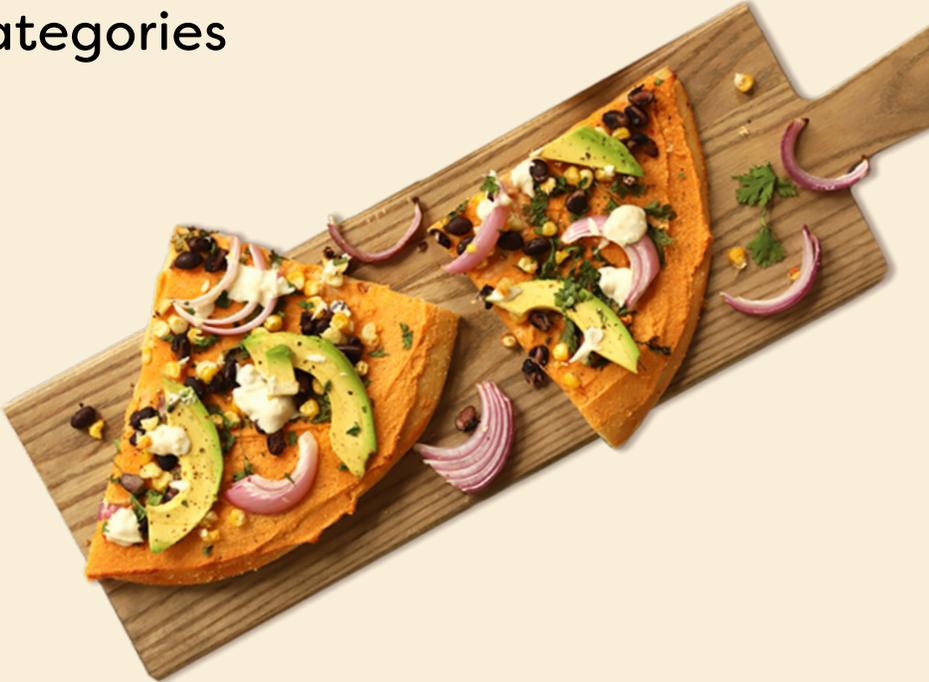
**A multi-channel marketing approach designed to accelerate brand awareness and velocity.**



# Future Product Launches

Positioned to expand across multiple categories

Shire's Naturals is positioned to expand across multiple categories—from freezer to chilled to center store. Our modern branding and clean ingredients allow us to compete across multiple dairy-free segments, enhancing valuation potential as we scale past \$4M+ in sales.

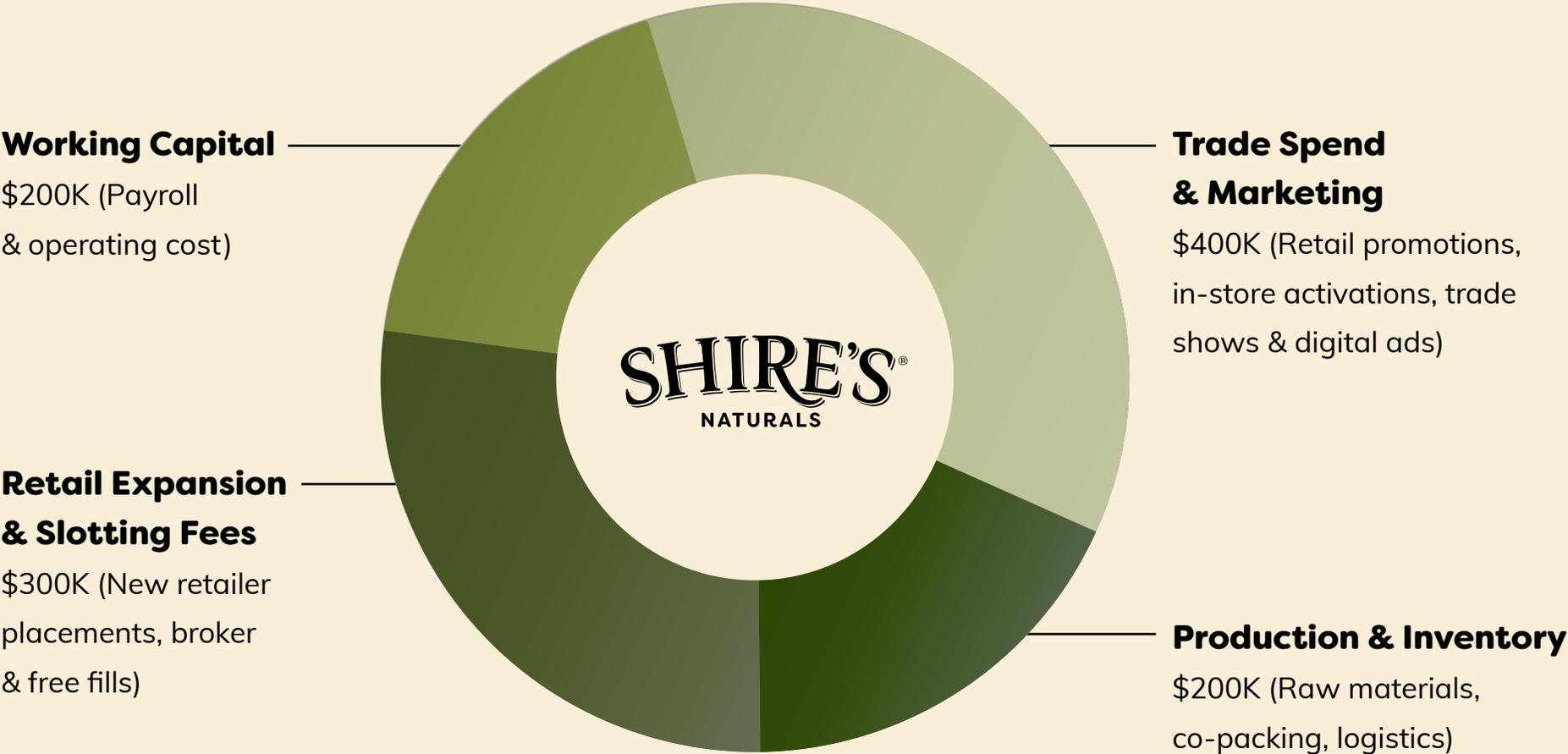


**2027**

**Whipped Dips & Single-Serve Packs  
(1oz snack packs)**

**Ongoing innovation in dairy alternatives to expand Shire's presence & meet consumer demand.**

# Use of Funds – \$1.1M



# Infrastructure Overview

Shire's has built a strong infrastructure to support operations & growth

## Headquarters

- Peterborough, NH
- 8,000 SQFT facility
- 8 employees
- On-demand production efficiency
- Scalable manufacturing
- Minimizes capital tied up in inventory
- Prevents overproduction of finished products

## Co-packer

- Ensures quality and consistency
- Scales with our growth
- Supports small-batch production

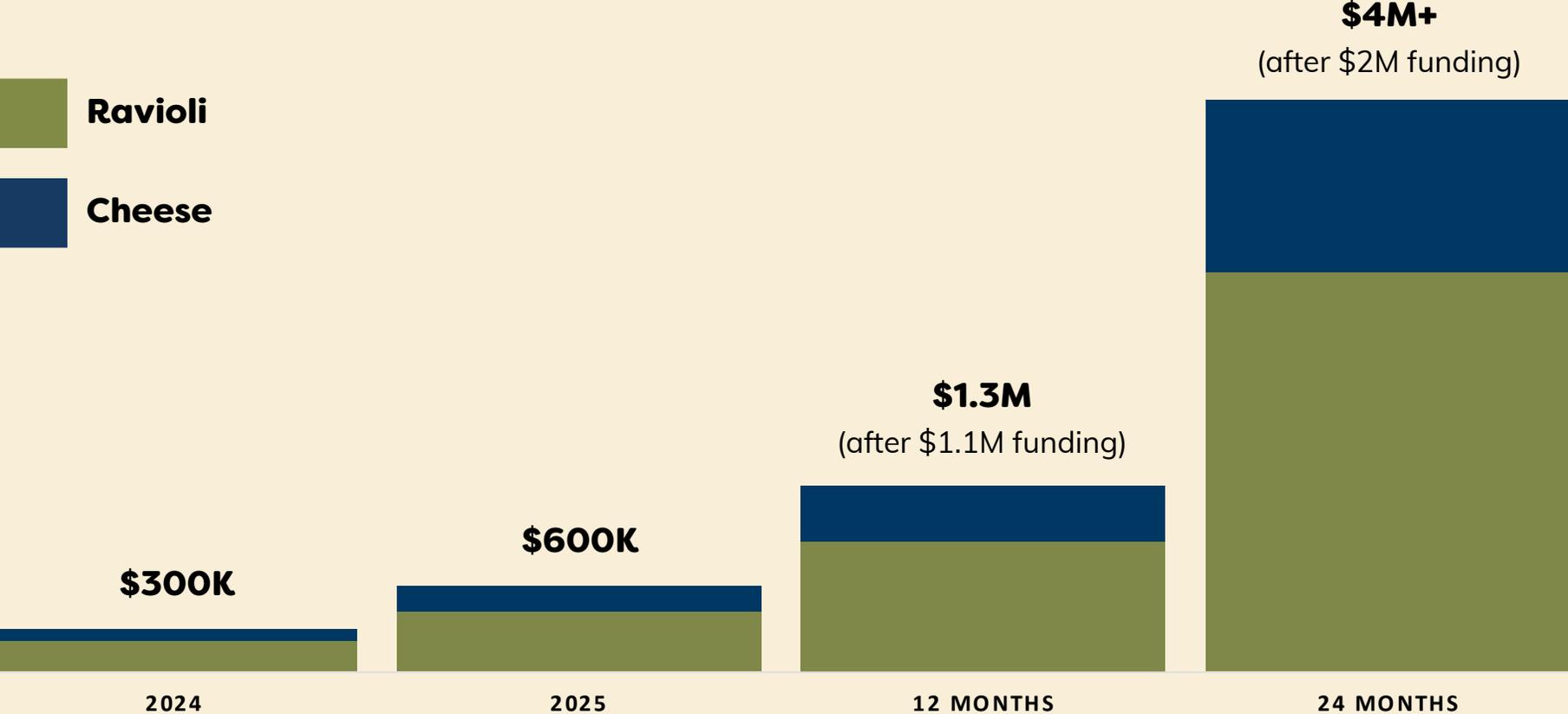
## Sales Team

- Extensive industry connections and expertise
- Proven, driven sales leadership



# Path to Profitability & Growth (2025-2027)

Margins Improve as We Scale



<p><b>Gross Margins</b> increase from 33% (2024) to 50%+ (2027).</p>	<p><b>COGS Drops</b> from ~65% to ~55% with production efficiency.</p>	<p><b>Foodservice</b> unlocks high-volume, high-margin sales.</p>
--	--	---

# Investment Opportunity & Funding Roadmap



## **Current**

### **Raise:**

\$1.1M to scale to \$1.3M in sales, paving the path to \$2.2M breakeven, with a Northeast growth focus.

## **Next**

### **Raise:**

\$2M to scale national expansion and hit \$4M+ in revenue.

## **Future**

### **Capital Needs:**

Additional funding will be considered as we expand nationally and enter new categories.

## **Exit**

### **Strategy:**

Focused on acquisition within the next 5-7 years.

## **Investor**

### **Engagement:**

Seeking partners to fuel sustainable, long-term category leadership.

## *Contact*

Joshua Velasquez  
josh@eatshires.com

[www.eatshires.com](http://www.eatshires.com)

  @eatshires