

Fact Sheet

What We Do

Delicious Karma® is a social shopping site for food lovers that makes it easy and fun to discover, learn about, and buy exceptional artisanal and gourmet foods, at great prices, while also supporting the community of artisanal food producers.

We are driven by our mission to help foster and support small food artisans and to promote the healthy benefits of eating real, good foods. We have committed to donating 1% of our time, 1% of our profits, and 1% of our equity to champion the work of our philanthropic Karma Kause partners and our vendors.

How It Works

After registering on our site, customers start receiving “daily specials” emails promoting new items on the site. This creates buzz and excitement about the products, raising awareness and encouraging purchase. Customers learn about the products and food producers via stories, photos and videos and enjoy Delicious Karma Taste Guru product reviews, recipes ideas, and serving suggestions. Once the special ends, products move into our ongoing market where customers can come back for repeat purchases.

Delicious Karma provides an online community that gives customers with similar interests a place to discover, connect, shop and share via customized social features and actions that make it interactive and fun. Customers can invite friends, “Crave” products, review products they have “Tasted,” and can earn Karma Credits®.

Details

Products

Crafted by skilled, passionate artisans using natural, high-quality ingredients via production methods that are as humane, sustainable, and ecological as possible. They are reviewed by our in-house Tasting Team and curated by Delicious Karma Taste Gurus to make sure they taste great and meet our all-natural requirements and Quality Promise.

Karma Kauses

These are Delicious Karma's chosen philanthropic partners. These organizations do phenomenal work promoting and supporting real food initiatives and the greater artisan food community. They are inspiring leaders in the food movement, promoting sustained growth in the culinary landscape and building stronger food communities; Delicious Karma is proud to support what they do.

Taste Gurus

We employ passionate food professionals to enrich the Delicious Karma customer experience. Taste Gurus are celebrated chefs, award-winning cookbook authors, and respected experts in the culinary industry. They provide product reviews, recipes, and serving suggestions. Their knowledge serves to educate consumers and to inspire them to find new ways to enjoy Delicious Karma products.

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Details *cont'd*

Karma Credits

We reward loyalty and engage customers by giving them a fun way to earn points, or virtual currency, to redeem on Delicious Karma. Karma Credits are awarded for making product purchases, getting friends to join, and for other actions that help support the Delicious Karma community. Karma Credits can be used for products discounts, given as gifts to friends, and can soon be donated directly to our Karma Causes.

Curation

We curate food (via our in-house Tasting Team and Taste Gurus), which saves customers time and effort and gives them the peace of mind that they are buying delicious, all natural, wholesome products that have been fully vetted by experts. They learn about the artisans and producers and from where their food comes and also get ideas on how to use products via recipes and usage ideas.

Social Shopping

We provide a fun and engaging online social community that integrates with Facebook and enables customers to connect, learn from, and share with other users via customized social features and actions. Customers can invite friends to join, see what they Crave, Buy, and what they say about products they have Tasted. Customers can also save and share products via their own personal "Craves" board, which shows product images and a real-time feed of who liked it, Craved it, bought it, pinned it, and Tasted/reviewed it.

Social Mission

We believe in giving back so have committed to donating 1% of company profits, 1% of company time, and 1% of company equity to our Karma Causes to help foster and support small food producers and the greater artisanal food community and to promote the benefits of eating real, good foods. We are also committed to sustainability and being as "green" as possible and encourage our vendor partners to do the same.

Company

Delicious Karma was founded in August, 2011 and is headquartered in San Francisco, California. The company first launched to friends and family on July 2, 2012 and announced its public beta launch on August 15, 2012.

Leadership

Jim Ritchie, *Chief Executive Officer*

Michelle Ritchie, *Chief Marketing Officer*

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