

IFBC
Italian Food & Beverage Corporation



Investor **Presentation**



The Pepsi of Energy Drinks

The “Dino Luzzi” Challenge

When Pepsi started their challenge in 1975, they possessed only 7% of the market.

As of 2020 they hold **26%**

Dino Luzzi is uniquely positioned to attempt something similar in the energy drink industry.





People Deserve Better Tasting, Cleaner Energy



Most Energy Drinks

- Metallic taste
- Big crash
- Poor quality



Dino Luzzi

- Clean, refreshing taste
- Sustained energy
- High quality ingredients



Market Trends

- Fresh flavors
- More vitamins
- 100-200mg caffeine
- Health focus



Market Growth

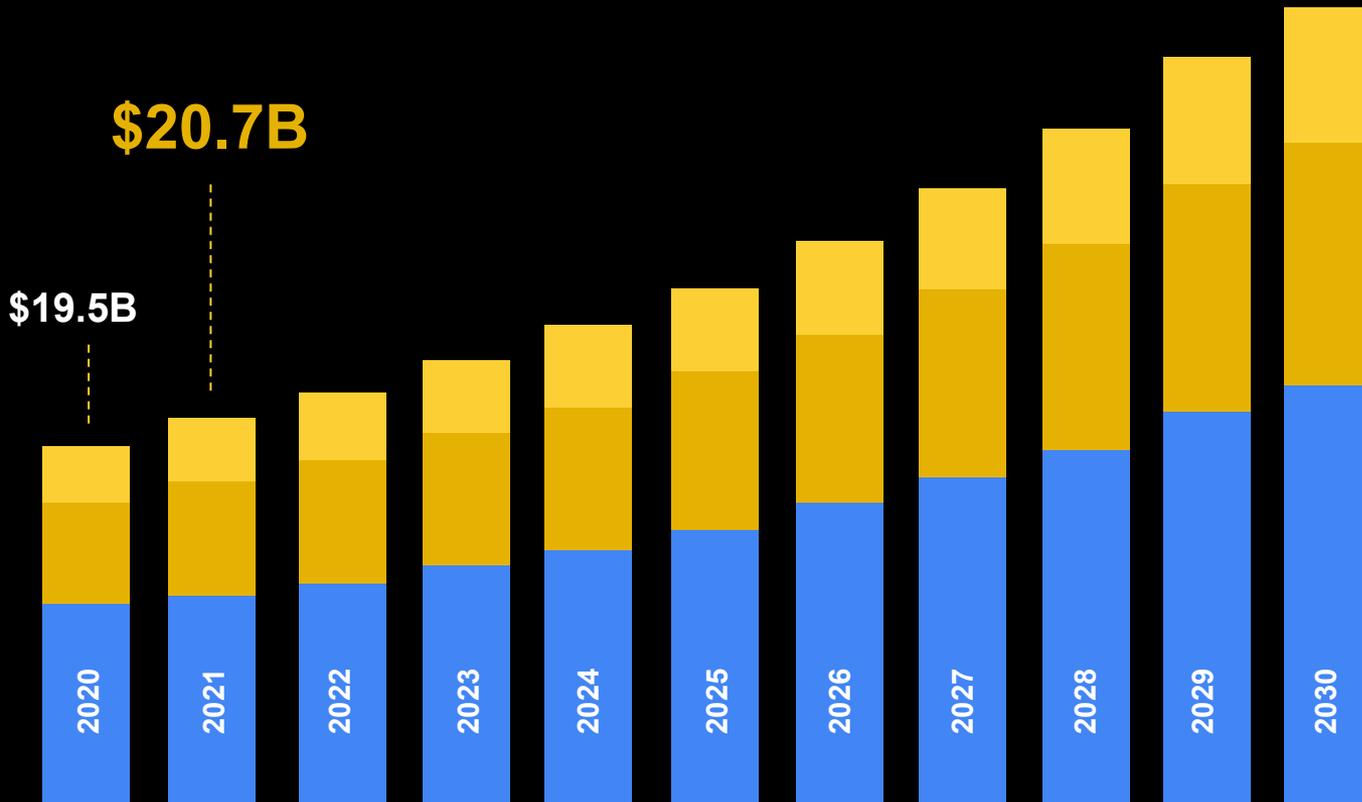
Targeting the U.S.

Dino Luzzi is targeting the growing **\$20.7B** U.S. energy drink market.

With a CAGR of 8.4%, there is plenty of opportunity to grab market share from other, inferior products.

U.S Energy Drinks Market
Size, by product, 2020-2030
(USD Billion)

● Drink ● Shots ● Mixers



IFBC

Italian Food & Beverage Corporation

1. Italian Food and Beverage Corporation (**OTCPINK:IFBC**) is the owner and direct importer of Dino Luzzi Energy Drink, a premium, FDA-approved beverage crafted in Italy and imported to the U.S.

3. Strategic sponsorships include the prestigious Windsurfer Spring Cup National Regatta in Italy, as well as the Scca Super Hoosier Tour in the USA with our Mustang #45 and Chevrolet #93 race cars.

5. At IFBC, we are committed to providing our customers with the highest quality products and experiences, and we're excited to continue our expansion.

2. In 2022, we made a strategic move to expand our presence in Italy by acquiring **51% of Can International**. This acquisition is expected to increase our revenue and further establish our brand.

4. The recent addition of Angela Rossi, a seasoned Food Broker with over 25 years of experience, has allowed us to expand our reach to several key Western Beef locations in the New York State area.



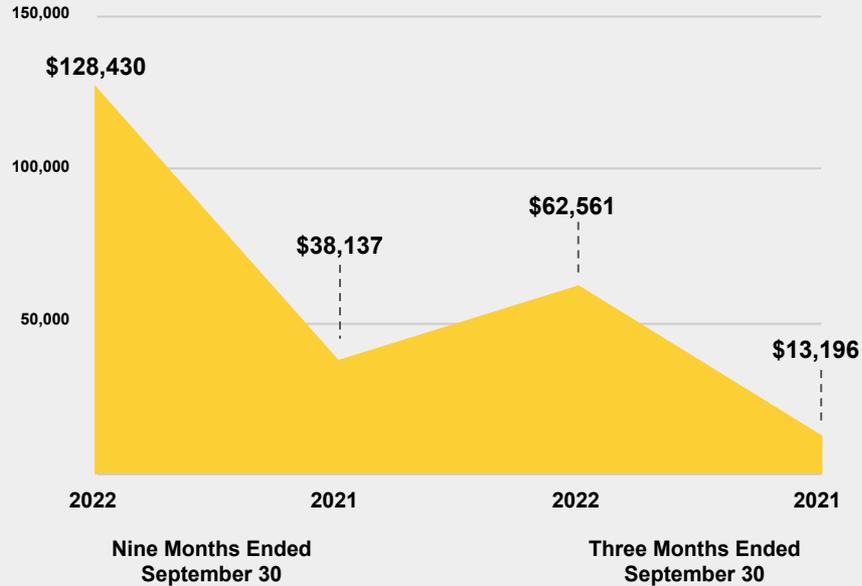
51%
Of Can International



Strategic
Sponsorship



OTCPINK:
IFBC



Growing YoY

Though we're still in early stages, the growth is clear. Our expansion strategy and foothold in NE America has already begun paying dividends, with more to come.

We were able to grow revenues from **\$38,137 in 2021 to \$128,430 in 2022.**

That's a **238%** Increase YoY



\$300M

In annual sales volume

Where's the Beef?

The Western Beef Chain, consisting of 22 (and counting) warehouse-style stores, located in the New York City area, as well as in New Jersey and Florida, generates over \$300 million in annual sales volume.

IFBC's partnership with Western Beef has enabled rapid growth, expansion of customer base, increased profits, and deeper market penetration. Strategic product placement in Western Beef stores led to increased repeat sales and new customers alike.

"We never lost sight of our growth strategy, we have increased sales profitability, and exposure for our product...We doubled our sales in the last two quarters (in part because of) our presence in Western Beef, and we are very excited about the company's future." - IFBC Chairman and CEO Dino Luzzi

Moreover, a successful expansion into Western Beef has opened the door for other grocery outlets. Key Food Fresh, another New York based retailer, has also begun to carry Dino Luzzi. It's only a matter time before we break into the major supermarket chains.

A True American Story

It's easy to draw a parallel between early Italian immigrants making something of themselves through grit and determination, and IFBC's foray into the energy drink market.

Visions of Rocky Marciano and other great Italian American icons pair perfectly with Dino Luzzi's ethos - a great product, starting small, with big potential.



Key Takeaways

1

The champagne of energy drinks. People prefer the taste of Dino Luzzi in blind tests.

2

Growing revenue and footprint. Revenue increased **238% YoY** and retail presence is expanding across NE America via IFBC's partnership with Western Beef.

238%
YoY

3

CAGR of 8.4%

The energy drink market as a whole is still growing (at a **CAGR of 8.4%**), with plenty of room for new products that sell.

Management

Candido Dino Luzzi

CEO

Dino Arrived in the US in **1980** the same year he partnered up with Deechris International Jewelry opening up 3 locations and developing connections in the Diamond business till 2007.

2002

He started a pharmaceutical marketing company “Medivisor” he was contracted by Pfizer to market Genotropin and by other companies to market their products such as Mucotrol and Albuterol.

2015

Started Italian Food & Beverage creating food stands in Italy England and Singapore

2009

Started Blast Applications a company specialized in developing applications for Nokia Blackberry Android and Iphone

2019

The company launched the Dino Luzzi Energy Drink available in over **1500 locations** in New York State and New Jersey the company is publicly trading under the Symbol IFBC.



Management

Alan Cohen President

Alan Cohen an entrepreneur with expertise on building businesses and establishing possibilities on increasing sales as well as an expert in marketing and various sports venues.

Nicola Lo Re CFO

Mr. Lo Re is the owner of Office Accounts Firms a CPA firm located in Rome Italy, also currently financial advisor and foreign trade consultant of renewable energy companies and financial advisor of building society (auditor in collaboration with the Ministry of economic Development).

Andrea Di Gregorio

EVP, Sales & Mkt.
Mr. Andrea Di Gregorio serves as the Company's Vice President of Sales and marketing he is in charge of the European locations which includes Italy Spain and Switzerland

Lai Chan Foo

EVP, Sales & Bus. Dev.
Miss Lai Chan Foo is in charge of the operations in Singapore also currently working with United Nature a company of distribution for organic food and beverages.

Chris Pati

Chief Marketing Officer
Chris Pati - 30+ year iconic Music Business Veteran and Founder/Chairman of IndiMusic TV,. Entrepreneur and media visionary.

Ken Eipstein Director, Mkt.

Mr Epstein has over 30 years of expertise in the IT field, software applications, mobile apps and the fields of holograms, augmented/virtual reality and artificial intelligence. Starting from the conceptual stage through the design, construction and implementation, to the final completion of the project, offering a multitude of options to expand business opportunities.

Angela Rossi Regional Manager

Food broker with over 25 years of experience in the food industries, currently also representing Polly-O also Bel Gioioso and Mike's Hot Honey



Dino Luzzi Could be the Next Monster Growth Story

Dino Luzzi has already proven to be a popular choice in the markets we have penetrated. With a superior taste, and solid revenue growth we believe in our plan to expand.

So far we have put very little into advertising/marketing efforts, yet we have still seen growth. We're excited to double down on our expansion and have a lot more in the works.

Be part of the next great growth story.



Thank You

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