



Jiminy's makes dog treats that are delicious, nutritious, humane and truly **sustainable**. What makes these treats sustainable? They're made with cricket protein! Crickets are a sustainable superfood using exponentially less land, water and feed than traditional protein sources. Jiminy's treats nourish your pet and promote long-term stewardship of the earth.



## why we created Jiminy's

In the US, there are over 89 million dogs who consume more than 32 billion pounds of protein per year. The amount of resources that it takes to produce this protein is staggering and not sustainable. At Jiminy's we've replaced traditional animal protein (e.g., chicken, beef) with cricket protein. Not only is this more sustainable (exponentially less land, water, feed and greenhouse gas emissions) but it also provides great nutrition to our pets. Crickets are a complete protein with a great amino acid and omega profile. In addition, cricket protein is high in fiber and iron, and low in fat. We've started with dog treats and are working on food which we'll launch within a year. Don't worry, our plan also includes cats!

## Jiminy's commitment and purpose

### OUR COMMITMENT

at Jiminy's, we make delicious, sustainable, cricket-based pet food and treats that nourish our pets and promote long-term stewardship of the earth



### OUR PURPOSE

be a positive force for change  
make sustainable choices  
make humane choices  
be mindful of the bigger picture

## our products

We launched with dog biscuits about a year ago and we recently introduced a soft and chewy training treat. With all of the products, we combine cricket protein with purposeful ingredients to make a delicious treat!

Our products are delicious, nutritious, sustainable, humane and hypoallergenic!



Under 10 Calories	X	X	X	X
Under 3 Calories				X
High Protein	X	X	X	X
Grain Free	X	X	X	
Corn and Wheat Free	X	X	X	X
Saves Land	X	X	X	X
Saves Water	X	X	X	X
Less Greenhouse Gas	X	X	X	X
Humane	X	X	X	X
Hypoallergenic	X	X	X	X

## delicious

One of the first questions we asked was “will dogs like this?” so we ordered dry roasted crickets and gave them to our dogs. Well, the drool came fast, they loved it. We realized that we needed to know what it tasted like in order to build the recipes, so we closed our eyes and tried it. It tastes good – nutty (like a sunflower seed) and earthy.

We didn’t stop there. Once the recipes were together, we did professional palatability testing with AFB. Our biscuits scored high 90’s in palatability tests (great result!) and the training treat scored 100 (best that is possible)!

We also did side by side tests with the Biscuits in a ‘nose in bowl’ test. Our Peanut Butter and Blueberry beat Sojo’s and our other 2 flavors were at parity with Blue Buffalo and Wellness. We feel great about these results!

# nutritious

You will see on our package that we call cricket protein “the sustainable superfood dogs love”. There’s a very good reason why we call it a superfood, and that’s because it delivers so much more than just protein.

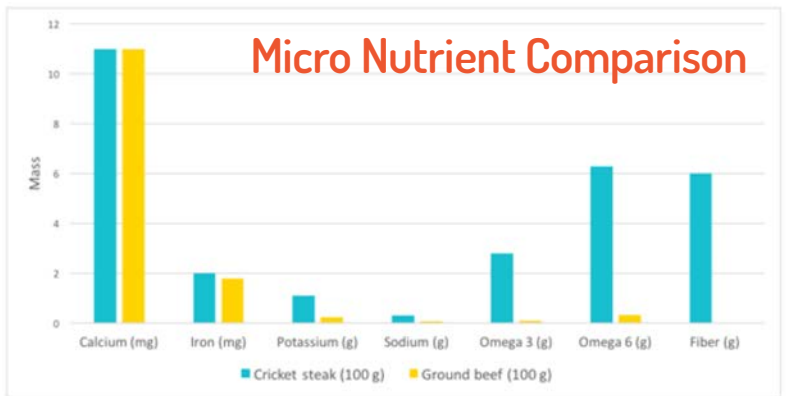
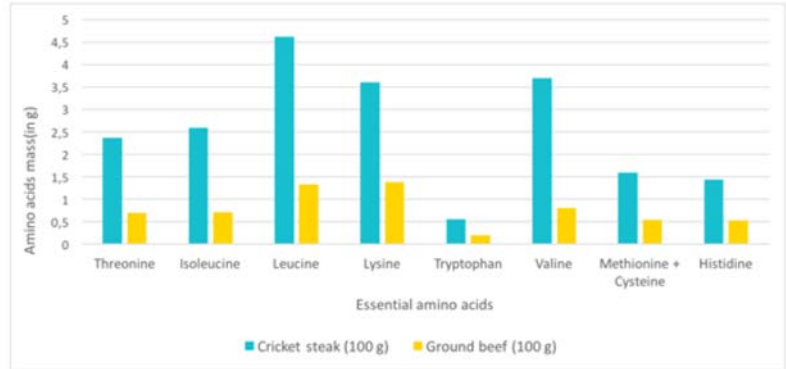
Now, don’t get us wrong, we believe that protein is very important. Crickets, just like beef, are a complete protein. In fact, crickets provide more essential amino acids than beef (pound per pound). Amino acids are important for the body to be able to function well, repair muscles, etc.

In addition to this, cricket protein is an excellent source of taurine (important for both dogs and cats).

Cricket protein also delivers other benefits:

- High in omegas
- High in fiber
- High in vitamin B2 & B12
- High in iron, calcium, magnesium, potassium

## Essential Amino Acid Comparison



Most animal protein sources do not contain fiber. What is particularly interesting about the cricket fiber is that it appears to be pre-biotic. For more on this, check out the University of Wisconsin’s study that showed eating crickets can help support the growth of beneficial gut bacteria and reduce inflammation in the body. This study was done on humans, and we are working on replicating the work with dogs. Stay tuned....



	Cricket	vs	Cow	Chicken
PROTEIN	31.0g		22.4g	18.7g
OMEGA 3	1.8g		0.04g	0.02g
IRON	9.5mg		3.5mg	0.9mg
FIBER	7.2g		0g	0g

per 100g

## sustainable

Cricket protein is sustainable. It uses exponentially less land, water and emits far fewer greenhouse gases than traditional animal protein (e.g., cow or chicken).



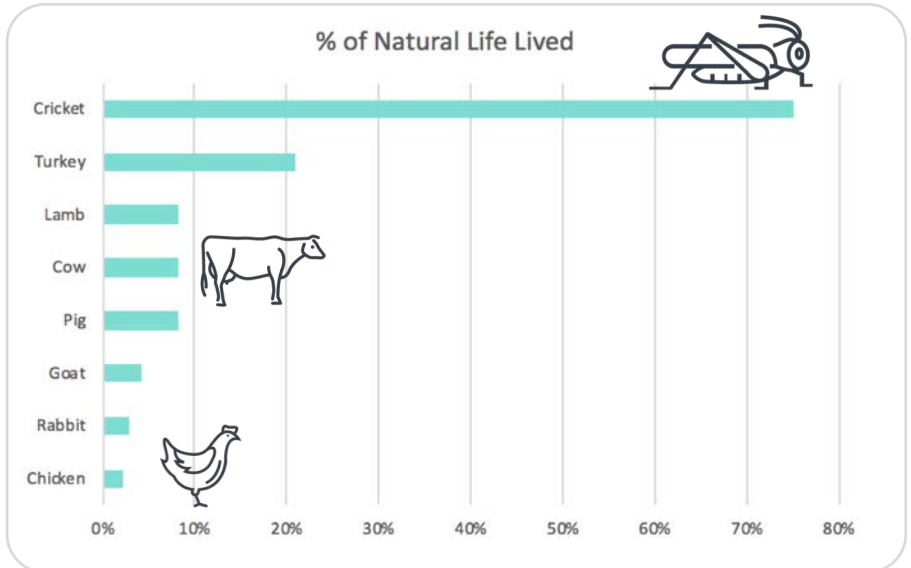
per 100g

	Cricket	vs	Cow	Chicken
LAND	1.5sq m		20sq m	4.5sq m
WATER	0.1L		2200L	230L
GHG	0.1g		285g	30g
FEED	170g		1000g	250g

In fact, if you take this one 6 oz bag of Jiminy's and compare it to the same size bag of beef treats, we save 250 gallons of water! WITH THIS ONE BAG.

## humane

Our crickets live a long and happy life. They are harvested close to the end of their natural life cycle – far different from other protein sources. In addition, the harvesting process is extremely humane as well.



## hypoallergenic

Beef, chicken, lamb, soy and even fish are the most common ingredients that trigger dog allergies. Vets are already using Jiminy's in elimination diets because cricket protein is not an allergen.

## food safety

Insects raised at clean indoor farms have been found to be free of common pathogens that plague the meat industry, e.g., E. coli, staph and listeria

## vs the others

Most of the other pet companies who claim to be sustainable or humane are still using beef and chicken as their protein source. While grass fed, cage free options are better than mainstream products, they don't go far enough to make a real impact on climate change.

There are also vegan alternatives on the market, but they fall short from a nutrition perspective (especially when it comes to delivering a complete protein to our dogs).

Cricket protein is a great solution because it delivers true sustainability coupled with complete nutrition.