
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(D)
OF THE SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported): March 20, 2019

FRESHPET, INC.
(EXACT NAME OF REGISTRANT AS SPECIFIED IN CHARTER)

Delaware
(State or other jurisdiction
of incorporation)

001-36729
(Commission
File Number)

20-1884894
(IRS Employer
Identification No.)

400 Plaza Drive, 1st Floor
Secaucus, New Jersey 07094
(Address of Principal Executive Offices, including Zip Code)

(201) 520-4000
(Registrant's telephone number, including area code)

Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if this Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§ 230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§ 240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01. Regulation FD Disclosure.

On March 20, 2019, Freshpet, Inc. (“Freshpet”) published to the investor relations section of its website a presentation that will be used by members of Freshpet’s management team in meetings with analysts and stockholders. A copy of the presentation is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

The information furnished with this Item 7.01, including Exhibit 99.1, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or incorporated by reference into any other filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

Freshpet uses the “Investors” section of its website (investors.freshpet.com) as a means of disclosing material non-public information and for complying with its disclosure obligations under Regulation FD.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

Exhibit Number	Description
99.1	March Investors Presentation dated March 2019

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FRESHPET, INC.

Date: March 20, 2019

By: /s/ Richard Kassar

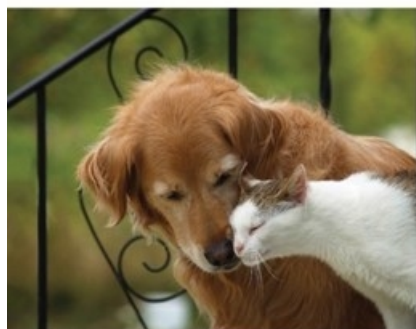
Name: Richard Kassar

Title: Chief Financial Officer



Jefferies Pet Industry Summit

3/20/19



bringing the power
of fresh food to pets



Forward Looking Statements

This presentation contains "forward-looking" statements that involve risks, uncertainties and assumptions. If the risks or uncertainties ever materialize or the assumptions prove incorrect, the Company's results may differ materially from those expressed or implied by such forward-looking statements. All statements other than statements of historical fact could be deemed forward-looking, including, but not limited to, the Company's intentions, beliefs or current expectations concerning, among other things, the Company's results of operations, financial condition, liquidity, prospects, growth, strategies and the industry in which we operate and any statements of assumptions underlying any of the foregoing. These statements are based on estimates and information available to us at the time of this presentation and are not guarantees of future performance.

These forward-looking statements are based on certain assumptions and are subject to risks and uncertainties, including those described in the "Risk Factors" section and elsewhere in the preliminary prospectus for this offering. You should read the prospectus, including the Risk Factors set forth therein and the documents that the Company has filed as exhibits to the registration statement, of which the prospectus is a part, completely and with the understanding that if any such risks or uncertainties materialize or if any of the relevant assumptions prove incorrect, the Company's actual results could differ materially from the results expressed or implied by these forward-looking statements. Except as required by law we assume no obligation to update these forward-looking statements publicly, or to update the reasons why actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.

Non-GAAP Disclosure

This presentation contains certain non-GAAP financial measures such as EBITDA and adjusted EBITDA among others. While the company believes these non-GAAP financial measures provide useful information for investors, the presentation of this information is not intended to be considered in isolation or as a substitute for the financial information presented in accordance with GAAP. Please refer to the Company's earnings press releases for a reconciliation of non-GAAP financial measures to the most comparable measures prepared in accordance with GAAP.

Freshpet Lives at the Intersection of Two Very Powerful Macro-Trends in CPG



Humanization
of Pets

Fresh,
Wholesome,
All-Natural
Foods

A totally different approach to nourishing our pets



freshpet[®]
brand DOG FOOD
SELECT

All natural, refrigerated meals made with fresh ingredients.

The advertisement features a close-up of a dog's face on the right, looking towards a bowl of freshpet Select dog food. The background is a clean, light-colored surface with fresh ingredients like carrots, a pea pod, and salmon. Below the main image, a collection of freshpet products is displayed, including bags of dog food (Tender Chicken Recipe, DogJoy, Complete Real Salmon) and a tub of cat food. The text "All natural, refrigerated meals made with fresh ingredients." is prominently displayed at the bottom.

We start with FRESH ingredients & finish with FRESH food.



No preservatives, no additives...only the **WHOLE NURISHMENT** pets need.

A Difficult Business to Replicate

Differentiated

Innovative forms, technologies, and appearance



Manufacturing

Proprietary technology, processes, and infrastructure



High Brand Loyalty

Alignment with deep pet parent emotional motivations



Supply Chain

Only refrigerated pet food network in North America



Technical Knowledge

Production Scale

Product Performance

Freshpet Franchise

Distribution Scale

Brand Equity

Fridge Placements

Freshpet Fridge

Branded, company-owned real estate



Walmart

petco

Kroger

WHOLE FOODS MARKET

TARGET

Retailer Partners

Delivers benefits in traffic, frequency and retailer margins

We Operate Differently

Delighting consumers with fresh food & our company ideology

PETS · PEOPLE · PLANET

pets.

The power of fresh
natural & simple foods
Less processed
Acts of kindness



people.

Our team
Our partners
Our families



planet.

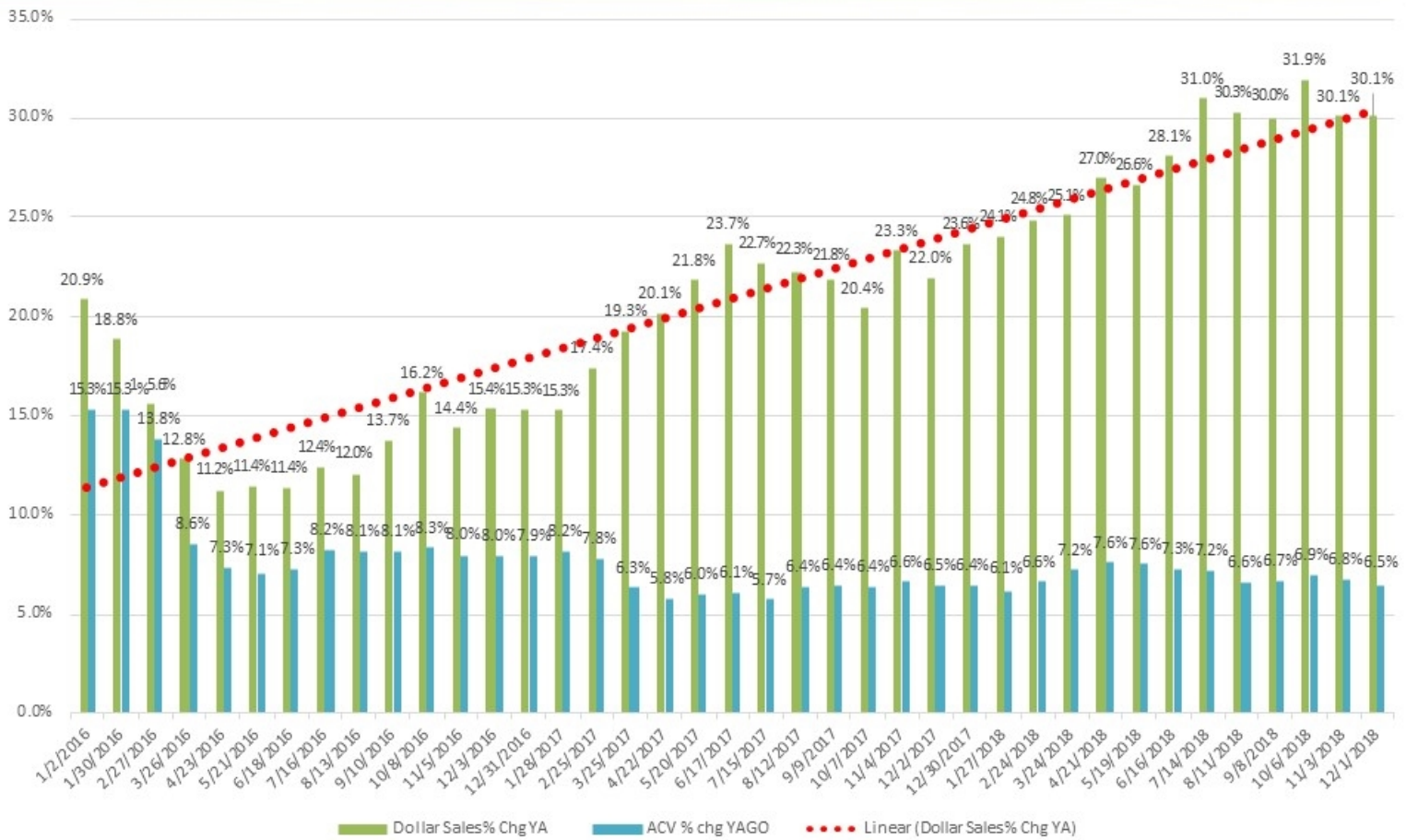
100% wind energy
Carbon footprint offset
Conservation – land fill free
Sustainable practices





**WE FUNDAMENTALLY BELIEVE THAT FRESHPET
HAS THE POTENTIAL TO CHANGE THE WAY
PEOPLE FEED THEIR PETS ... FOREVER**

Accelerated Growth in Mega-Channel (grocery, Mass + pet)



Carrying strong momentum into 2019

	7 wks ending 2/16/19 Growth vs YA	7 wks ending 2/17/18 Growth vs YA
Mega-Channel	+26.8%	+24.4%
XAOC	+28.9%	+27.4%
Food	+35.1%	+32.5%



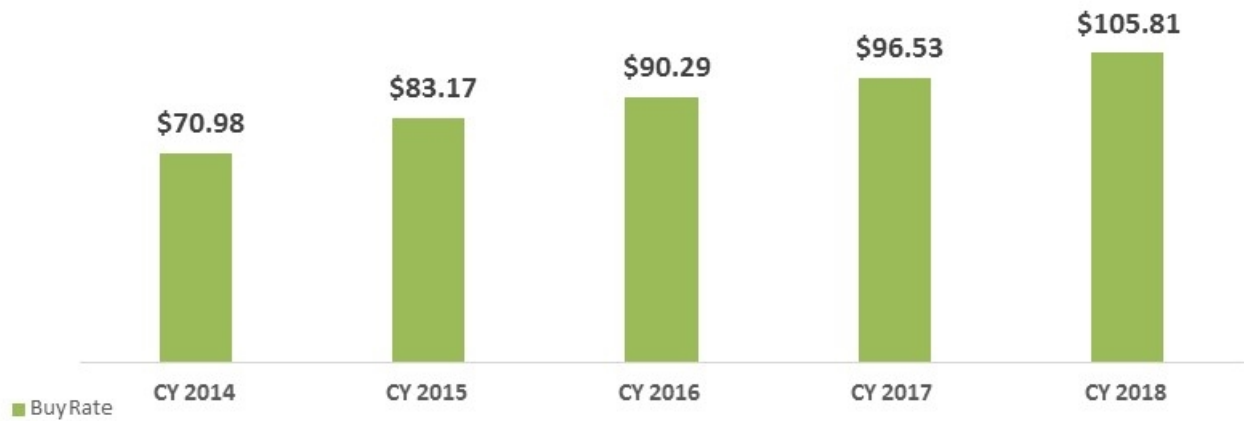
Nielsen measured \$ consumption for 7 weeks ending 2/16/19 and 2/17/18 compared to the same period prior year

Freshpet revenue growth continuing to accelerating in 2019

	Freshpet Nielsen Ending 3/9/19		
	L4W	L13W	L52W
Total US xAOC	32.4%	30.0%	30.7%

Increased penetration & buying rate

Total Freshpet Buying Rate, Penetration and Repeat Rate



Penetration	1.34	1.50	1.56	1.75	2.04
Repeat	65	66	68	69	70



Source: TTL FP RFG, 52 weeks ending 12/29/18, Nielsen HH Panel, Internal Buy Rate Calculation, Repeat NBD-Adj Nielsen HH Panel



Growth Platform 2019+

Freshpet 2019 Growth Priorities

- **Expand the Freshpet consumer franchise**
 - Increase HH penetration
 - Expand buying rate
 - Expand geographic reach outside the US
- **Strengthen Freshpet's retail presence**
 - Increase ACV in US, Canada and UK
 - Upgrade Fridges
 - Install 2nd Fridges
- **Strengthen Gross Margin/Adjusted EBITDA Margin**
 - Increase pricing
 - Product innovation to improve mix
 - Grow into incremental production staffing
 - Increase yield/throughput
 - Build more efficient capacity (Kitchens 2.0 start-up in 2020)
 - Deliver SG&A absorption gains



Expand the Freshpet consumer franchise while strengthening retail presence

Marketing

\$27 million

11+% of sales / +\$7MM



Innovation

New platform

Higher margin



Retail Presence

1500 new fridges

800 Double fridges



Strengthen gross margin/adjusted EBITDA margin

Pricing

- Targeted bag items
- +2% pricing impact across total line
- Effective in mid-Q1



Innovation

- Increase appeal of rolls
- Higher margin bag items
- Begins shipping end of Q1



COGS

- Increase yield/throughput
- 24/7 on 2 lines in Jan. '19
- 24/7 on final line in Q2
- Break ground on Kitchens 2.0

SG&A

- Scale benefits in freight
- G&A growth significantly < sales growth

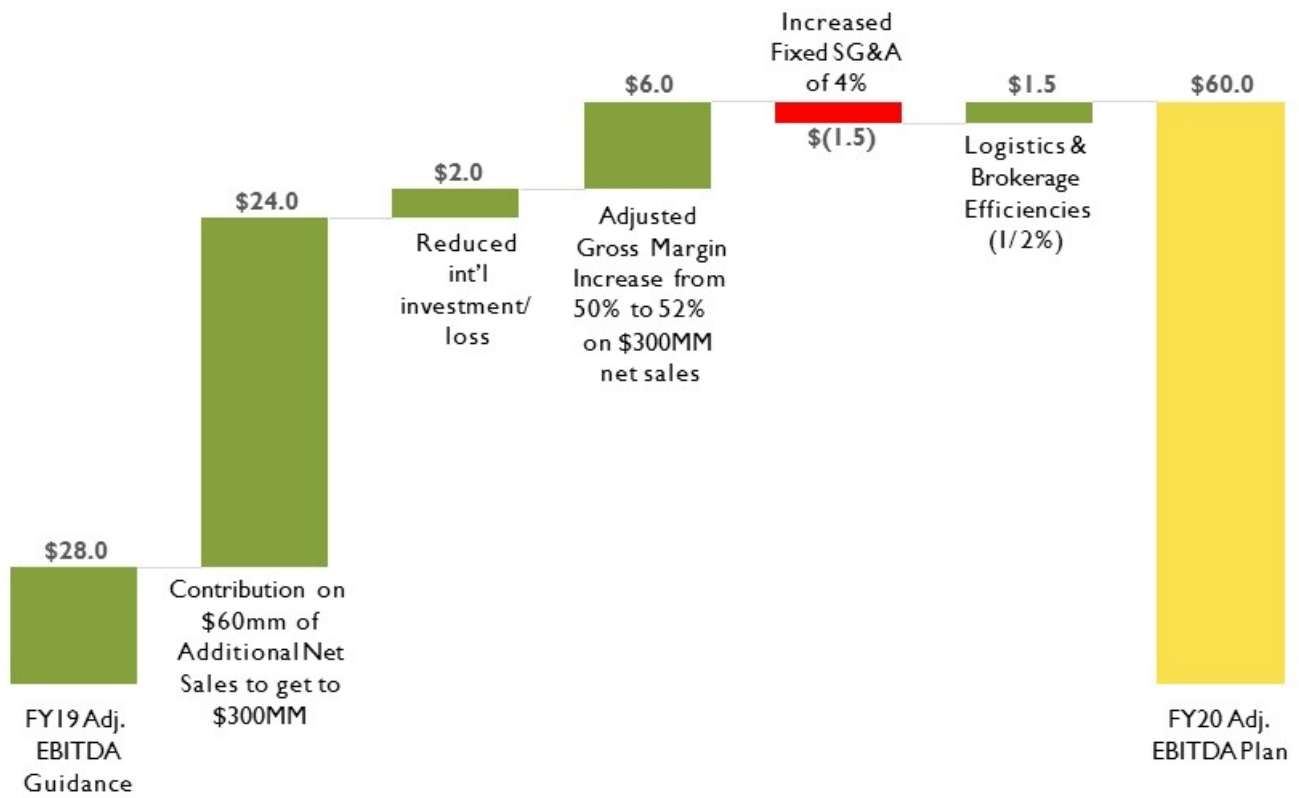
Increase Adj. Gross Margin – largely in back half of the year – to 51+% by year-end

Growing into scale: Adj. EBITDA growth > net sales growth

\$ in Millions	2018	2019	% Change
Net Sales	\$193.2	>\$240	+24%
Adjusted EBITDA	\$20.3	>\$28	+38%

- **Excluding incremental investments in Canada/UK and technical capability/capacity building, Adjusted EBITDA would be up 50+% in 2019**

Bridge to \$60 million EBITDA in FY2020



Driving net sales towards \$500+ million and beyond

Freshpet Growth Potential

