

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): December 2, 2019

**FRESHPET, INC.**

(Exact name of Registrant as Specified in Its Charter)

Delaware  
(State or Other Jurisdiction  
of Incorporation)

400 Plaza Drive, 1st Floor  
Secaucus, NJ  
(Address of Principal Executive Offices)

001-36729  
(Commission File Number)

20-1884894  
(IRS Employer  
Identification No.)

07094  
(Zip Code)

Registrant's Telephone Number, Including Area Code: (201) 520-4000

Not Applicable  
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instructions A.2. below):

- 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))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock	FRPT	NASDAQ Global Market

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.

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**Item 7.01. Regulation FD Disclosure.**

On December 2, 2019, Freshpet, Inc. ("Freshpet") published to the investor relations section of its website a presentation which will be used by 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**

<b>Number</b>	<b>Description</b>
99.1	<a href="#">December Investors Presentation dated December 2019</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

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**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.

By: /s/ Richard Kassar

Name: Richard Kassar

Title: Chief Financial Officer

Date: December 2, 2019



CAGNY Lunch  
December 2, 2019





# Safe Harbor

## 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

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



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



Humanization  
of Pets

Fresh,  
Wholesome,  
All-Natural  
Foods



# Until Freshpet, a dog's choices were really limited

Dry Kibble



Canned  
Mystery Meat



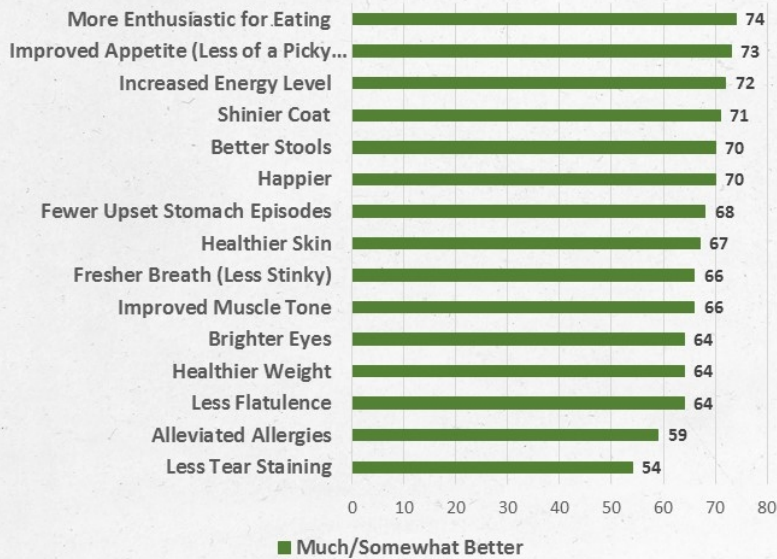


All natural, refrigerated meals made with fresh ingredients.

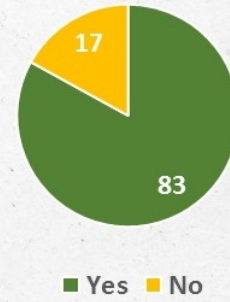
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A totally different approach to nourishing pets

# 83% of Consumers Report Visible Difference



## Noticed a Visible Difference



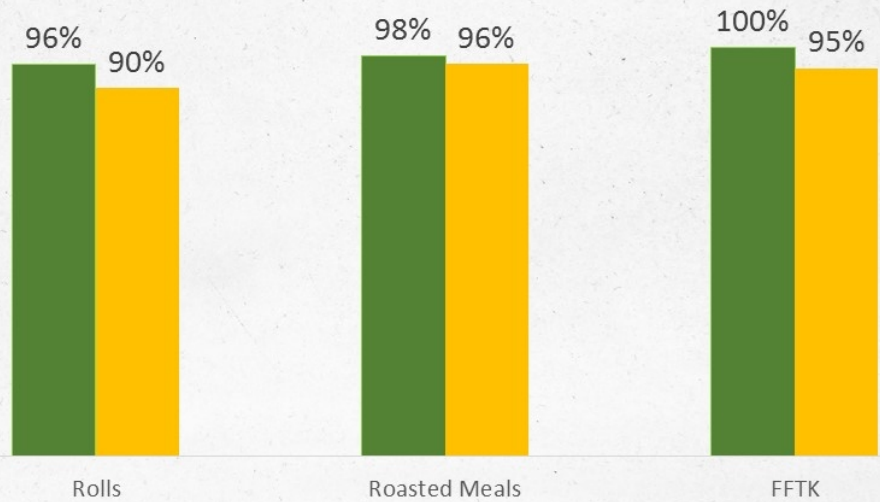
Source: Freshpet Visible Difference Study 2018 n= 202

Delivering a noticeable impact on pet's wellbeing

# Creating very high satisfaction

## Freshpet Product Satisfaction

Top Two Box Percentages  
Among Regular FP Users



■ % Extremely/Very Satisfied on Product Satisfaction  
■ % Agree Completely/Somewhat on Good Value

Source: Freshpet Quality and Satisfaction Study, July 2018



# WE OPERATE DIFFERENTLY

Delighting consumers with fresh food & our company ideology.

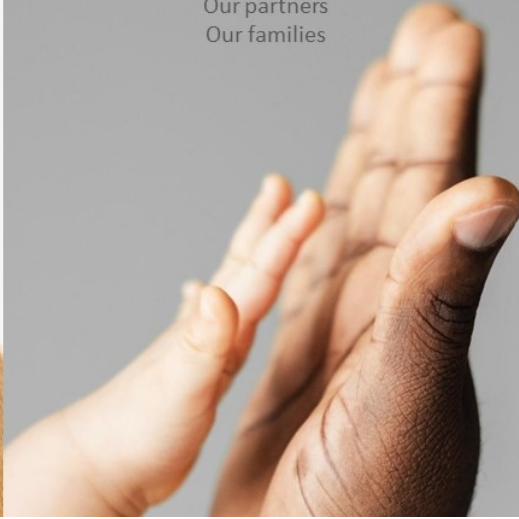
## pets.

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



## people.

Our team  
Our partners  
Our families



## planet.

Renewable energy  
Carbon footprint offset  
Conservation—land fill free  
Sustainable practices



### Differentiated

Innovative forms, technologies, and appearance



### Manufacturing

Proprietary technology, processes, and infrastructure



### High Brand Loyalty

Alignment with deep pet parent emotional motivations



### Freshpet Fridge

Branded, company-owned real estate



TECHNICAL KNOWLEDGE

PRODUCT PERFORMANCE

PRODUCTION SCALE

BRAND EQUITY

DISTRIBUTION SCALE

FRIDGE PLACEMENTS

Walmart



### Supply Chain

Only refrigerated pet food network in North America



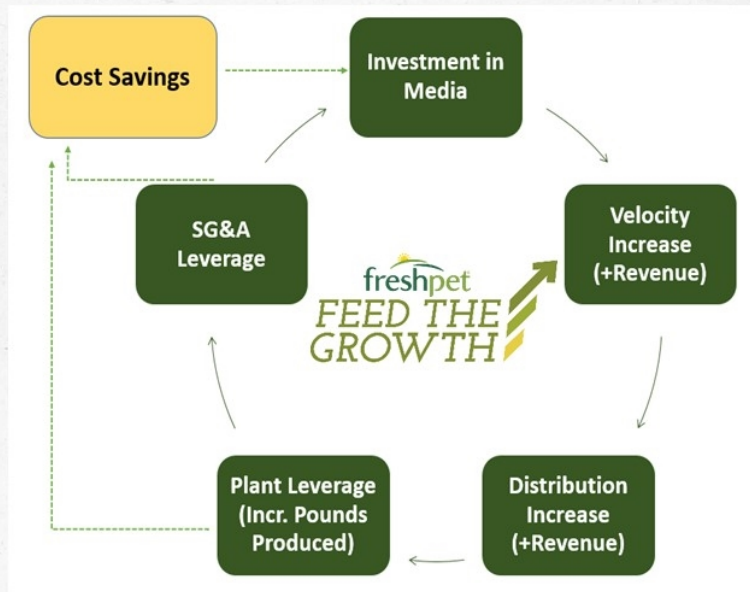
### Retailer Partners

Delivers benefits in traffic, frequency and retailer margins

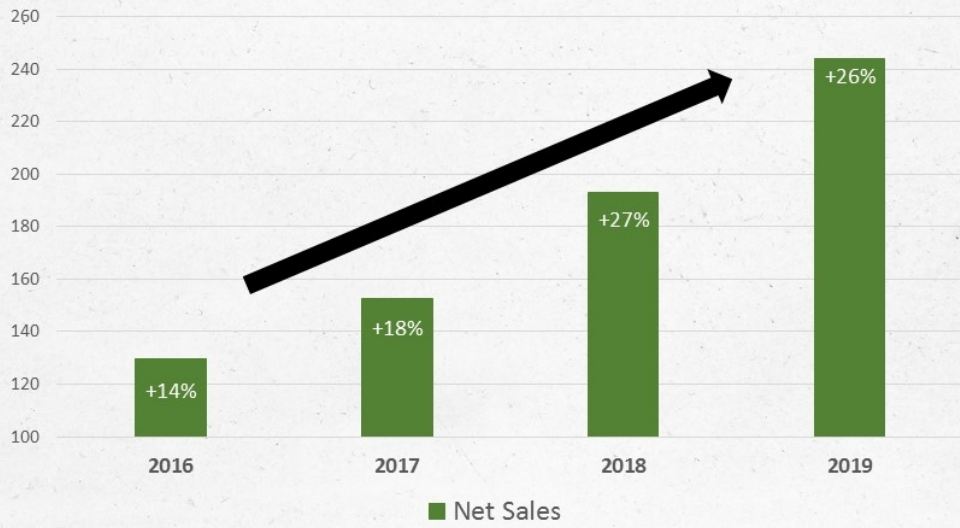
A difficult business to replicate

# 2017: Launched Feed the Growth

Goal: \$300 million  
in Net Sales as  
soon as 2020



## Freshpet Net Sales



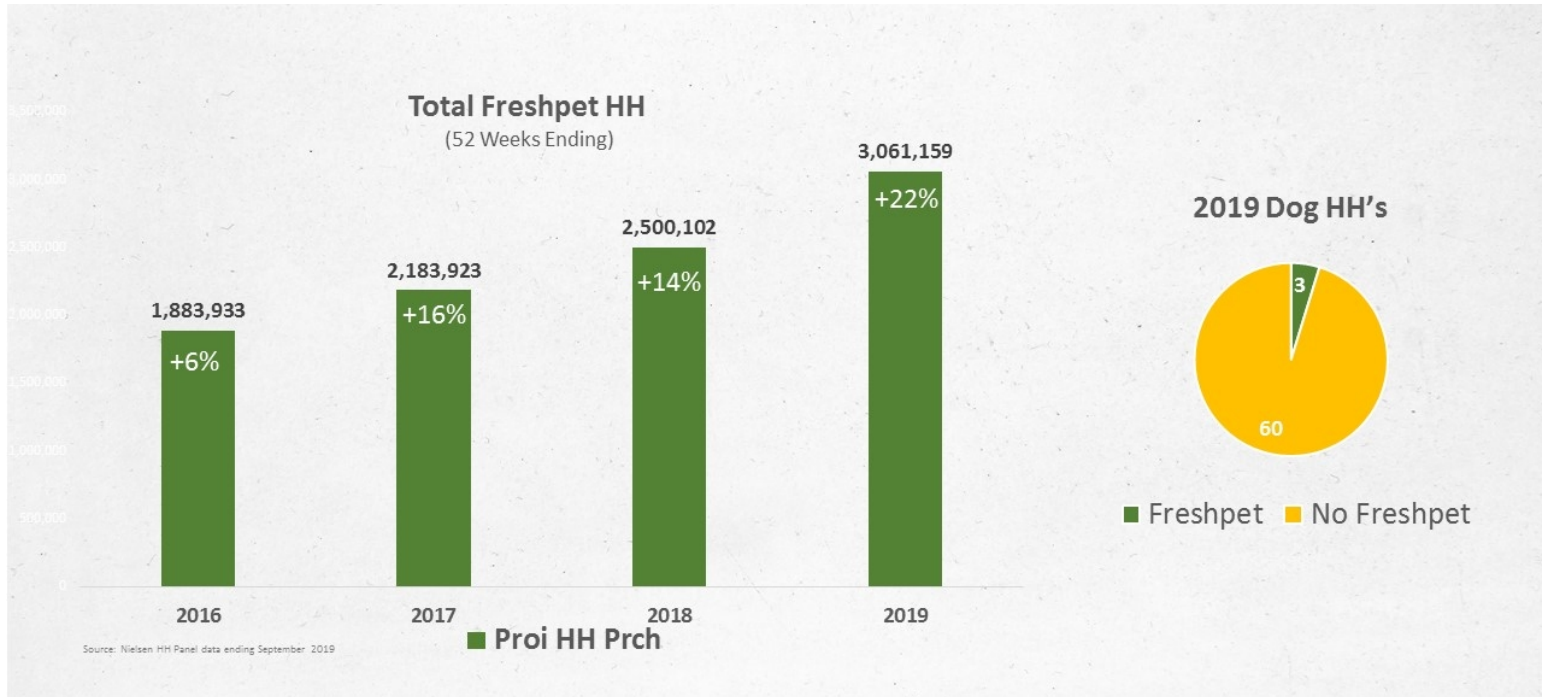
Media investment re-accelerated growth



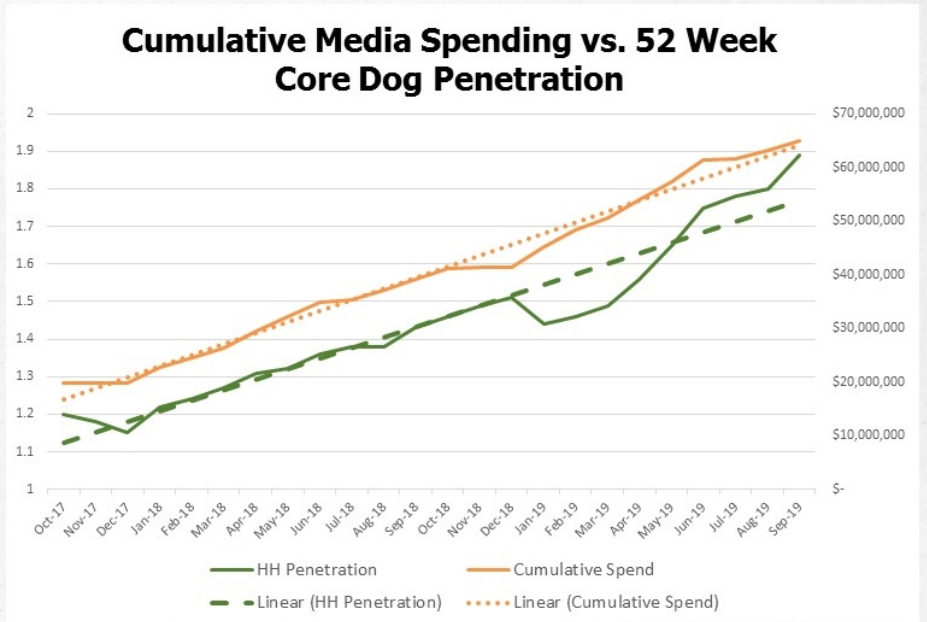
# Key Feed the Growth Learnings

- Feed the Growth virtuous cycle is working
- Successful transition from a store-growth driven model to HH penetration-driven model
- High product satisfaction has driven steadily increasing buying rate and the ability to take pricing when needed
- Increasing velocity has driven increasing demand for Freshpet presence in new and existing channels/outlets
- Canada/UK prove that the Freshpet model works outside the US
- Ability to add capacity is the greatest limiter to our growth
- Significant opportunities to extend our manufacturing expertise advantage
- There is significant leverage from scale – particularly in SG&A





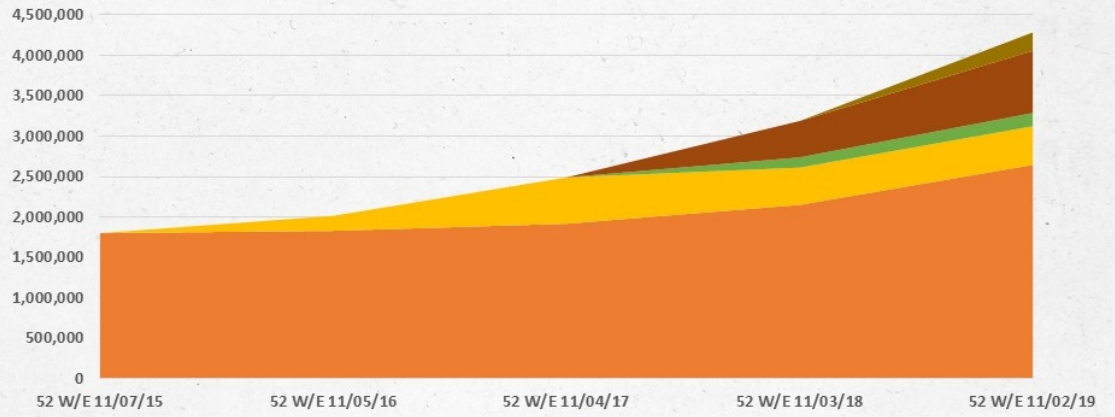
HH penetration gains accelerate . . . but are still a small share of the pet universe



Source: Nielsen HH Panel and internal company data

Media investment drives HH penetration gains

## HH Penetration Contributed By New Items (Grouped By Year Launched\*)



\*HH's may purchase both new and old items. Total exceeds net HH penetration.

Source: Nielsen HH Panel

Focused innovation helps drive HH penetration

## Unique Freshpet FTK and Small Dog Users



Source: Nielsen HH Panel



Focused innovation adds unique users

## Total Freshpet Buying Rate

### SWITCHING TO FRESHPET

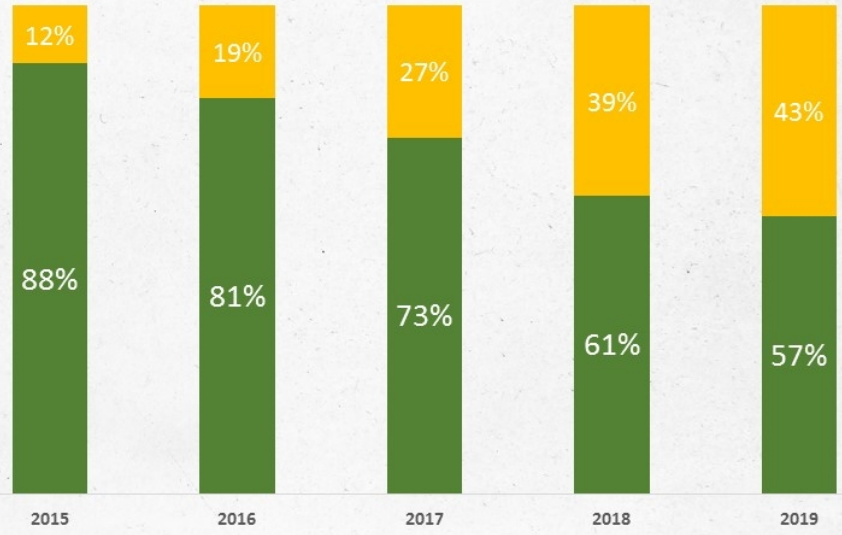
We always recommend transitioning slowly to Freshpet so that the change is gentle on your pet's tummy.



Despite rapid influx of new buyers, buying rate continues to grow

## Freshpet Core Dog Product Mix

### Freshpet Premium Innovation



■ Base Items - Core Dog Items    ■ Premium Items - Core Dog Items

Source: Nielsen XAOC Data 52 weeks through 11/2/19; Freshpet Select only.

Premium innovation helps drive buying rate

# Expanding consumer franchise . . . that is increasingly loyal



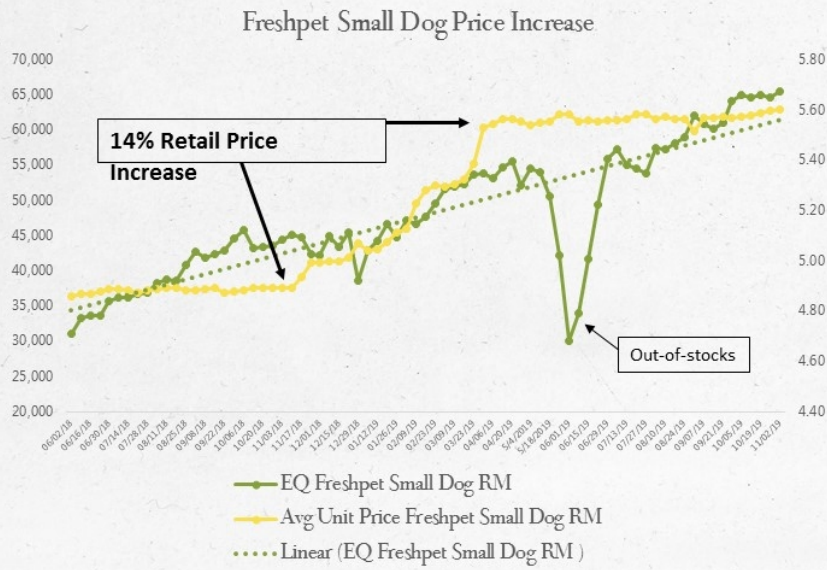
	2016	Today	Growth
Awareness	35%	46%	+31%
Penetration	1.54%	2.45%	+59%
Buying Rate	\$81.73	\$105.19	+29%
Repeat Rate	67%	70%	+300 bps

Source: Nielsen HH Panel and internal company data





# Very little price sensitivity



## Freshpet Distribution and Velocity Growth

(Growth vs. YA)



Source: Nielsen Mega-Channel Data through 11/2/19

First Inflection point: velocity gains become biggest driver of growth

## Created growth and scale for retailers

3yr CAGR  
28.9%

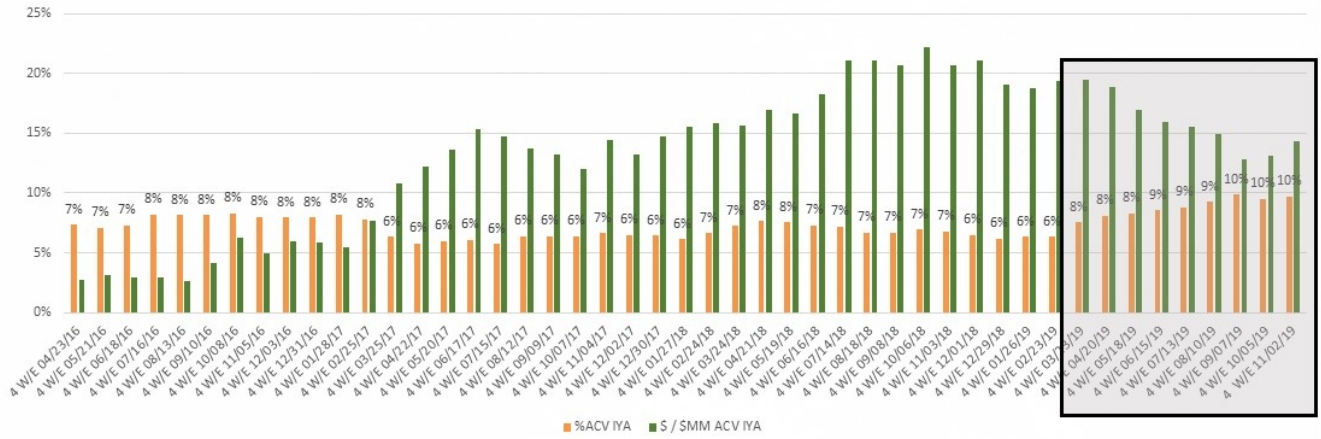
	2016	Today
52wk Dollars (Nielsen)	\$172.7M	\$327.6M
ACV Adj. Share Dog Food	4.5	6.9
Avg. Dollars / Store / Week	\$244	\$366
Average Unit Price	\$7.45	\$8.31

Source: Nielsen Mega Channel (xAOC + Pet) Latest 52wks end 11-02-19



## Freshpet Distribution and Velocity Growth

(Growth vs. YA)



Source: Nielsen Mega-Channel Data through 11/2/19

Second inflection point: retailers respond to two years of rapid growth

## Growing distribution and velocity . . . with significant room to grow



	2016	Today	Growth
Store Count	16,609	20,994	+4,385
% ACV Distribution	41	50	+24%
Total Distribution Points	517	718	+39%
Velocity (\$/MM ACV)	371.0	587.1	+58%

Source: Nielsen Mega Channel (xAOC + Pet) Latest 52wks end 11-02-19 and internal company data



Upgraded 1342 fridges since 2018

778 Stores with double fridges



17  
items

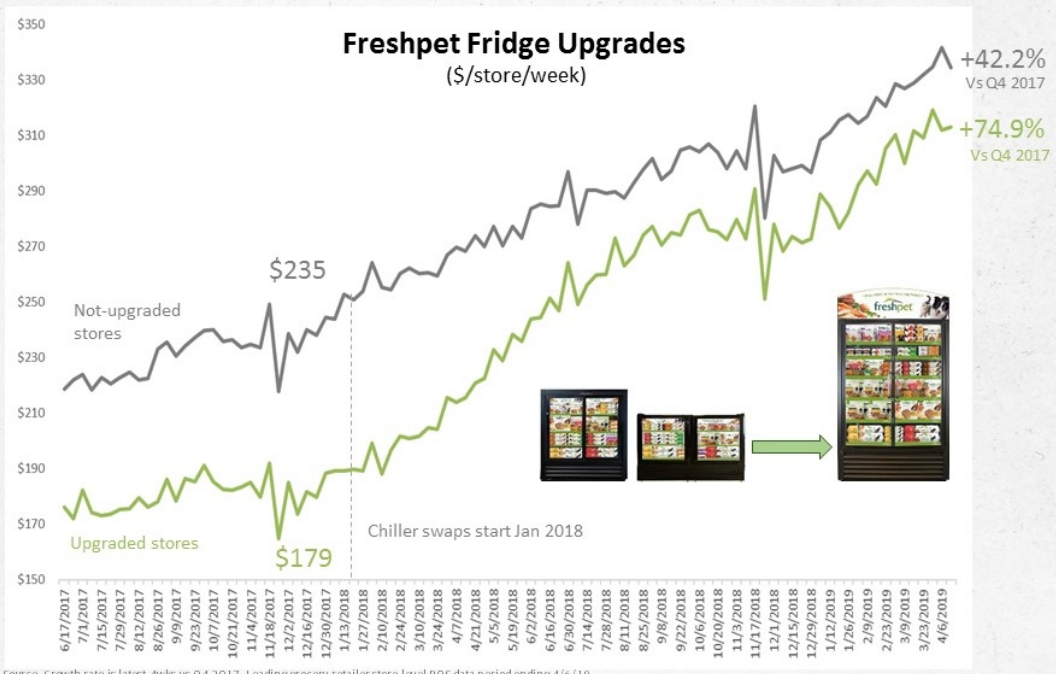


27  
items

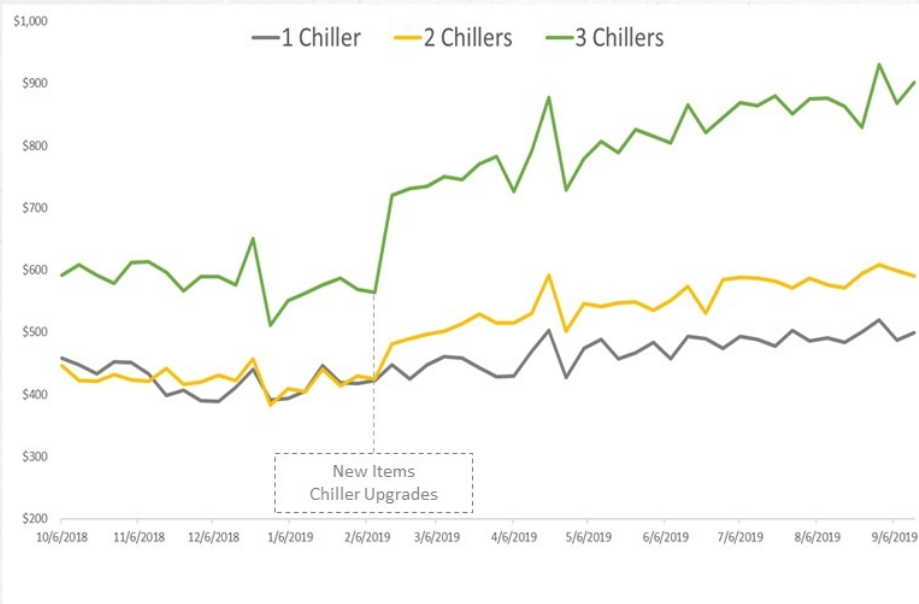


39  
items

Increasing depth of distribution to enable  
broader product line-up



Upgrading from small fridge to a big fridge accelerates growth



+50.6%

+41.6%

+22.1%



double chillers



triple-chillers

Source: Growth rate is latest 4wks vs Q4 2018. Leading grocery retailer store level POS data period ending 9/14/19.

Broader line-up distribution enables faster growth





**~400 stores**

**~7% ACV**



**~1000 stores**

**~23% ACV**

Media investments are beginning to drive distribution gains in Canada and UK

## Growing into our scale . . . and reinvesting for growth

“Feed the  
Growth”  
Progress

	2016	Today*	Growth
Net Sales	\$130M	\$244M	+88%
Adj. SG&A (excl. media)	31.2%	25.3%	+590 bps
Media Spending	\$8M	\$29M	+263%
Media Spending % of Sales	6.3%	11.9%	-560 bps

\*2019 Guidance



# Scale is beginning to turn into profits

## Freshpet Financial Performance

	2016	2019 Guidance*	Change
<b>Net Sales (\$ millions)</b>	<b>\$129.3</b>	<b>&gt;\$244</b>	<b>+89%</b>
vs YA	+17%	+26%	+1300 bps
<b>Adj. EBITDA (\$ millions)</b>	<b>\$17.7</b>	<b>&gt;\$29</b>	<b>+64%</b>
<b>Adj. EBITDA Margin</b>	<b>13.6%</b>	<b>11.9%</b>	<b>-170 bps</b>

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



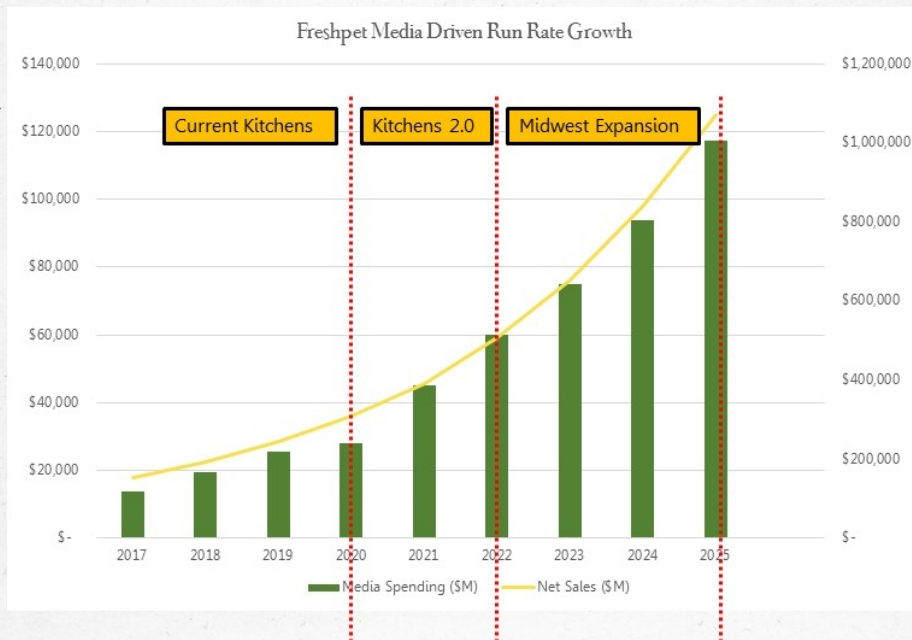
Feed the Growth  
progress



Kitchens 2.0 to open in Q3 2020



Installing an incremental bag line in Q1 2020  
to enable strong growth in 2020



Rapid growth will require incremental capacity in 2022



bringing the power of fresh food to pets



