



Foodservice Advisory Board Member

About Nowadays

Nowadays is an emerging leader in the alternative protein category focused on accelerating the market shift toward healthier plant-based meats. Founded in San Francisco in 2020 as a Public Benefit Corporation, Nowadays is on a mission to improve human and planetary health. Our proprietary technology platform produces whole cuts of tasty plant-based meat from a short list of wholesome ingredients with a top-tier nutritional profile, delivering the trifecta of taste, texture, and health that customers are seeking. We completed a Seed funding round earlier this year, raising ~\$10 Million to-date, and are backed by investors including Stray Dog Capital, VegInvest, Selva Ventures, Vanterra Capital, Beyond Impact, among others. Nowadays also received a strategic investment from Standard Meat Company, a large 4th generation, family-owned meat manufacturer in Texas.

Our first product, a clean label “chicken” nugget, has gained quick traction in direct-to-consumer and retail grocery channels driven by consumer desire for more nutritious and delicious alternatives to conventional meat. In 2023, Nowadays will launch larger format, clean-label, whole-cuts that are poised to unlock significant opportunity for foodservice expansion. These new larger cuts will come either finished or unfinished ready for an operator or contract feeder to add their own custom breeding solution. We’re excited to launch a truly differentiated plant-based meat solution that better meets foodservice industry needs for menu swapability with the taste experience and nutritional credentials eaters are seeking.

The Opportunity

As our foodservice advisor, you’ll work closely with Nowadays’ Chief Growth Officer, [Emilie Fitch](#) to help Nowadays scale into the foodservice channel. You’ll leverage your deep channel expertise to advise on go-to-market strategy, customer pipeline, and other value chain partnerships. You’ll also leverage your industry relationships to bridge connections for Nowadays where helpful. You’ll receive an equity stake in Nowadays as part of our partnership (along with the satisfaction that comes from working with a small, energized team on a mission to change the way the world eats for the better!).

About You

- 15+ years of progressive leadership roles in the foodservice industry, ideally with experience in both “big company” and smaller growth-stage environments.
- A successful track record of leading and/or partnering with a variety of players across the foodservice value chain - from brokers to distributors to operators to large contract management companies; from small operators to large restaurant chains.
- Experience also leading K-12 and/or college/university foodservice operations, or selling into these customers, is a big plus.

- You bring relationships across the foodservice ecosystem that can open doors for Nowadays.
- Experience working as part of a foodservice operator as well as a supplier/manufacturer is a plus.
- Experience helping early-stage brands secure national distribution is a plus.

Think you're a fit?

We'd love to hear from you! Please reach out to emilie@eatnowadays.com and/or max@eatnowadays.com with interest.