

Community-Backed Modern Latin Food Company



tuyyofoods.com Los Angeles, CA

Highlights

- 1 \$1.5M Lifetime sales with projected sales of \$453k in 2026 (July-Dec) (not guaranteed)
- 2 Sold at Whole Foods, Sprouts, Walmart, Fresh Thyme Market, Erewhon, Amazon, & 1,000+ retailers
- 3 Whole Foods is our retail partner and one of our investors!
- 4 Winning team: 8 pitch competitions, 2 trade show awards, 10 accelerators including Target & PepsiCo
- 5 100% Latina & Native American Owned
- 6 Featured in Whole Foods: The Whole Story, Forbes, Today Show, Food & Wine, Nasdaq, The Kitchn
- 7 Products sold nationwide with distribution partners including KeHe, UNFI, Lipari
- 8 Over 98k followers & subscribers across all platforms

Featured Investor



Arno Hesse
Syndicate Lead

Follow

Invested \$11,111

All about strengthening communities by rebuilding local economies, starting with sustainable food and regenerative agriculture. Slow Money investor. Co-Convener of FOOD FUNDED Regenerate, Member of The Angel Group.
credibles.co

"Tuyyo Foods has a clear understanding of the market, from a business and cultural perspective. Its leadership of three Latina cofounders, each with their own startup experience, know how to craft relevant and superb products (tastebuds approve!), bring great competences for execution to the table, and tell the authentic story to its target market.

As investors in this community round, we will participate in Tuyyo's growing success by getting paid with a share of their success, without having to wait or rush for an exit. Let's back them to build a legacy!"

& 61 more

Team



Regina Trillo Co-Founder, CEO & COO

Northwestern Law graduate with over 14 years of experience in immigration law, regulatory compliance, and scaling businesses through 3x annual growth. "50 Latinas who are innovating to sustainably & deliciously, feed the world" (Forbes).



Stefanie Turner Co-Founder & CCO

Former Whole Foods Market Forager with over 20 years of CPG experience working in sales, procurement, and retail operations. Featured on Nasdaq as a Latina Business Disruptor. Received her Executive MBA from Emory University.



Jocelyn Ramirez Co-Founder & CMO

Bestselling cookbook author, New York Times recipe contributor, 4x pitch competition winner.

chefjocelynramirez.com

Pitch Deck



Tuyyo Foods: 3 Experienced Latina & Native American Founders Building the Modern Latin Food Brand, Backed by Community, Growing In a \$100B Market



Summary

Why now: Hispanic consumers hold \$1.9T in buying power and are the fastest-growing population in the U.S., with 52% actively seeking culturally authentic brands. The global Hispanic food market is projected to hit \$90.1B by 2033, and the opportunity goes beyond one demographic: 85% of Hispanic flavor growth is already driven by non-Hispanic consumers, proof that authentic Latin flavor has broad, largely untapped mainstream appeal. Other brands have tried to deliver on this and missed. Tuyyo is doing it right, with better-for-you ingredients, real cultural roots, and products already in 1,100+ retail doors including Whole Foods, H-E-B, Walmart, and Erewhon.

Why we'll succeed: Most startups bet on a first-time team. We're combining three

businesses that have already proven demand in the market. Together, we've secured national distribution, developed award-winning products, earned national media recognition and built loyal consumer communities. By combining our expertise, relationships, and complementary product portfolios, we've significantly reduced execution risk while creating a stronger platform for long-term growth.

How you grow with us: This is a revenue share investment, not equity. Back the company now, and as Tuyyo grows, you get paid back 1.5x your investment, starting 18 months after our Wefunder closes.

Our products: Our multi-category portfolio includes products that celebrate Latin American culture. Our hero: instant agua fresca with electrolytes, a Latin American staple, reinvented and made with real fruit. Next up: high-protein/fiber snacks, taco seasonings, and mole pastes, plus two zero-added-sugar agua frescas dropping in 2027.

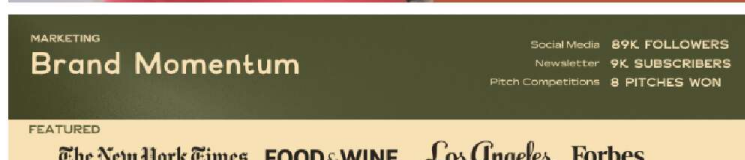
The Opportunity

Authentic Latin food has a real shot right now, and most brands chasing it are getting it wrong.

Investing in Tuyyo means investing in a brand with purpose, in a community that's been overlooked for too long, and in a future where the businesses we love actually give back to the people who love them.

Mexican food is everywhere in the U.S., but authentic Latin food culture is still misrepresented on most grocery shelves. Brands have tried to capture this appetite with watered-down flavor and shortcuts on ingredients. It hasn't worked, because it isn't real.

Tuyyo was built to change that with products people's abuelitas would actually recognize, already proving out at scale: 1,100+ national and regional retail doors, features in The New York Times, Bon Appétit, and Food & Wine, and a combined community of 98,000+ engaged followers.

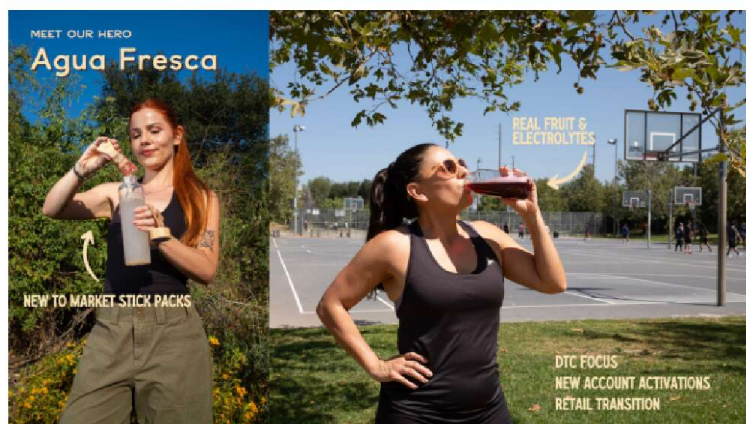
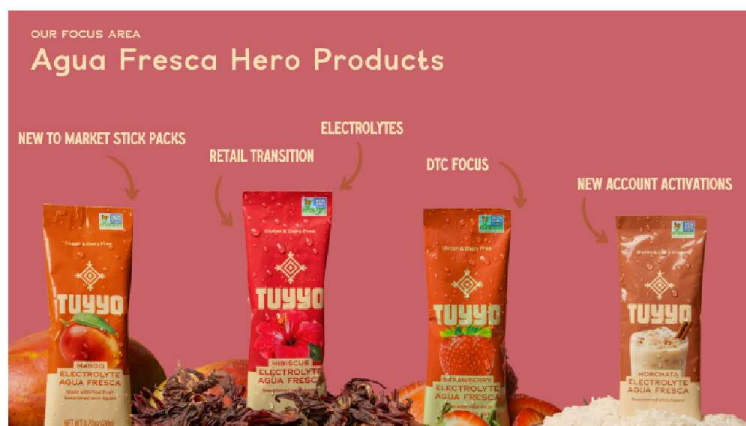




Our Products

Our portfolio includes 10 SKUs across 3 categories with our instant agua fresca as our hero products.

Bringing bold Latin flavors to grocery shelves across the country, we provide everything that is needed for your table. Enjoy refreshing agua fresca while you munch on delicious tacos. Add a side of Crunchito snack chips and your dinner will turn into a delicious easy meal!



Why We'll Succeed

Consumers want more flavor and authenticity. We built one focused platform to deliver it. Led by three experienced founders who know how to execute.

Each founder has spent years building and running their own food brands before joining forces. Rather than compete for the same shelf space, they combined their brands, their retail relationships, and their operating experience into one stronger platform.

Behind that opportunity is a team of experienced operators, finance and legal talent, and a notable graphic designer behind some of the food industry's most successful brands, all aligned under one cohesive identity and one focused platform.

That means Tuyyo isn't starting from zero. It's starting from three track records, one unified team, and a business already selling nationwide.

MEET THE FOUNDERS

Expertise in Three Key Areas

TUYYO



REGINA TRILLO
CEO & Chief Operations Officer

- Northwestern University Law School
- 18 years in intellectual property, immigration law, human rights law, contracts & regulatory compliance

Expertise:

- Logistics
- Manufacturing
- Contracts & negotiations
- Financial performance & KPIs



STEFANIE GARCIA TURNER
Chief Commercial Officer

- Emory University Goizueta Business School Executive MBA
- 20 years F&B industry veteran
- Former Whole Foods Market Forager

Expertise:

- Business development
- Product-market alignment
- Market intelligence
- Sales performance



JOCELYN RAMIREZ
Chief Marketing Officer

- Woodbury University MBA
- Chief, published cookbook author, & New York Times recipe contributor
- Social media & culinary influencer

Expertise:

- Brand strategy & identity
- Content & communications
- Customer insights & research
- Demand generation

How You Grow With Us

As we grow, you grow. Your investment builds wealth alongside our sales.

Thanks to recent changes in securities laws, everyday investors, not just the wealthy, can back a brand they believe in and share in its growth. When you invest in Tuyyo, you're not buying a piece of the company; you're stepping in as a lender who shares in our revenue as it comes in.

- **Minimum investment:** \$100, open to everyone
- **Revenue share:** 1.5% of quarterly net revenue, paid back to you
- **Repayment cap:** 1.5x your original investment
- **Timeline:** payments begin 18 months after the round closes, continuing quarterly until you're repaid

In plain terms: back it up with \$1,000, and as Tuyyo scales, you're paid back from revenue until you've received \$1,500. No exit event required, no waiting for a sale or Initial Public Offering (IPO).

HERE'S WHAT THAT REVENUE SHARES INVESTMENT ACTUALLY LOOKS LIKE:



Revenue share investment means you get paid a % of revenue aligned with performance.



You don't have to wait for a company exit to see a return on your investment like equity financing.



You invest as little as \$100, directly through Wefunder.



We repay you after 18 months, and begin returning your investment through a percentage of our quarterly revenue.

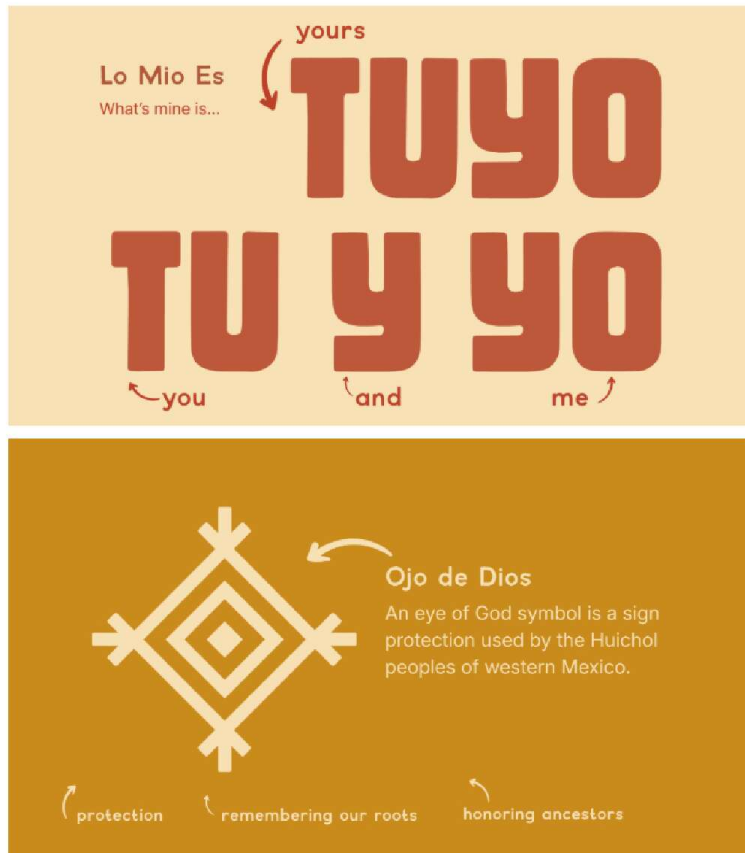


We grow, starting with Whole Foods shelves in Northern California and the Rocky Mountains next month.



You get paid back up to 1.5x your original investment.

A seat at the table has always been our love language. Our name "TU Y YO" means "you and me" — because we know we can't do this without our community getting behind us. If you've backed us individually already, we're so grateful. With your investment, we start this new chapter, because *lo mío es tuyo*: what's mine is yours.



Category Data

Not only is there market potential but we are the only ones positioned to take advantage of the growth by offering trending products with a fresh perspective. With the growth of the Latino demographic, and the increase in popularity of ethnic cuisine, the time is right for products like ours to break through and provide something new and authentic.

Compound Annual Growth Rate (CAGR) measures the mean annual growth rate of an investment or business metric over a specified period longer than one year, assuming steady compounding.



Growing Momentum

Together, our brands are in over 1,100 national and regional retail doors, including Whole Foods Market, H-E-B, Walmart, Fresh Thyme Market, Meijer, and Freshman.

WHOLE FOODS MARKET, F.E.B., FARMER, FRESH THYME MARKET, MEIJER, and ECHOWH.

Our award-winning products have been featured in The New York Times, Bon Appétit, and Food & Wine, and built a combined community of over 98,000 engaged followers.



Why We're Better

TUYYO not only delivers on flavor, our products stand up to the competition and provide what customers are looking for with allergen friendly offerings, Non-GMO verified ingredients, and zero artificial flavors, preservatives, and colors.

COMPARISON

Why We Stand Out

	TUYYO	On the Border	GOYA
CRUNCHITOS			
High Protein & Fiber	✓	✗	✗
Seed Oil Free	✓	✗	✗
Sugar Free	✓	✗	✗
Real Ingredients	✓	✗	✗
MOLE PASTE			
Seed Oil Free	✓	✗	✗
Non-GMO Verified	✓	✗	✗
Allergen Friendly	✓	✗	✗
Gluten Free	✓	✗	✗

	TUYYO	LIQUID	KLASS	SALAD
AGUA FRESCA				
Non-GMO Verified	✓	✗	✗	✗
Real Fruit	✓	✗	✗	✗
Allergen Friendly	✓	✗	✗	✗
Dye Free	✓	✗	✗	✗

	TUYYO	On the Border	GOYA	Costco
SEASONINGS				
14+ Spices	✓	✗	✗	✗
Non-GMO Verified	✓	✗	✗	✗
Unname Ingredients	✓	✗	✗	✗
Gluten Free	✓	✗	✗	✗

Why Customers Love Us

We're not the only ones who think our products are delicious! Our loyal customers have been enjoying them for years and the foods have found their way onto family tables across the U.S.



How We're Using the Funding

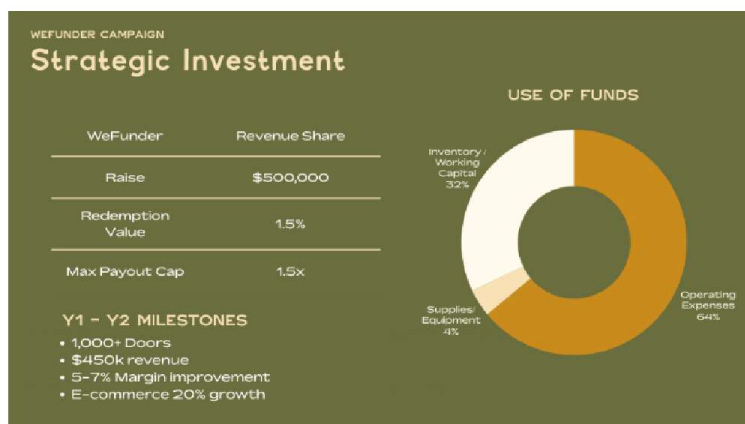
Be part of this growth and this next chapter with us. Join our mission to honor our Latin roots by elevating our cultural foods using better-for-you ingredients, with community at the center. We believe you should have a stake in the growth of the companies you back - that's how we build wealth for our families.

Capital raised through this campaign fuels four priorities:

1. **Retail expansion:** deeper distribution and in-store execution across existing and new retail partners
2. **Marketing and brand building:** in-store demos, digital marketing, and community growth
3. **Operations and Cost of Goods Sold (COGS) reduction:** scaling production efficiencies to improve margins across the unified platform
4. **New product development:** expanding the lineup over the next 18 months

This is only the beginning. With your investment, we'll bring our newly merged product line into existing retail doors, strengthen our content across social, launch a stronger subscription membership, and more.

Let's build generational wealth and create more space for authentic Latin foods on shelf, together!



Now it's your turn. With your investment, you'll back us as we build the next global brand of Latin foods. One that represents our culture, spotlights our flavors, and brings people together the way only good food can.

FAQs

Question: What is Tuyyo Foods and what makes it different?

Tuyyo Foods is a Latino-founded food brand celebrating Latin food culture through better-for-you products — from high protein and fiber Crunchitos snack sticks and Agua Fresca electrolytes made with real fruit and chef-curated seasonings. Our name means *tu y yo* (you and me) — an open invitation to share a seat at our family's table.

Despite Mexican cuisine and Taco Tuesday becoming a cultural staple across the U.S., authentic Latin food culture remains largely misrepresented on grocery shelves. Tuyyo was built to change that. Formed through the intentional merger of Tuyyo, Nemi Snacks and Todo Verde, Tuyyo is a unified, multi-product CPG platform — a structure that is rare in the industry and rooted in purpose. Three Latina and Native American co-founders chose collaboration over competition, building something together that none of us could have built alone. Today, we reach consumers where they are across DTC, retail, and foodservice channels.

Question: What type of investment is a Revenue Share Loan?

This offering uses a Revenue Share Loan which is a type of promissory note where investors are paid back from a percentage of Tuyyo's revenues over time. It is not equity (you won't own shares), but it is designed to give investors regular cash returns tied directly to our business performance plus interest.

Think of it this way: if you invest \$1,000, after 18 months Tuyyo will begin paying you back on this investment amount with a portion of our revenue. You will be paid back until your money is returned to you up to a maximum of 1.5x your investment. In this example you will get paid \$1,500 for your initial \$1,000 investment.

Question: How is this different from buying equity in the company?

Here is the key distinction:

Equity investing means you own a small piece of the company. Your return depends on the company's long-term value growing via a sale, IPO, or buyout. You may wait years for a return, but the upside can be significant.

Revenue Share Loan investing means you are a lender, not an owner. You receive regular cash payments from revenues. Your maximum return is capped at the repayment multiple, but you start seeing returns in 18 months (following the close of the round) and you do not need to wait for an exit event.

Question: What is the minimum investment and who can invest?

This is a Regulation CF (crowdfunding) offering, which means anyone can invest! The minimum amount you can invest is \$100. This is one of the things we love most about Wefunder: it opens investing in Latino-led food brands to the communities that love and support us most.

Question: When will investors be paid back?

Payments will begin 18 months after the round closes. Tuyyo will pay back 1.5% of its Net Revenue in quarterly payments to investors. Payments will be facilitated through Wefunder. You can reference Wefunder's information page to learn more about Revenue Shares [HERE](#).

Question: What will the funds be used for?

Capital raised through this Wefunder campaign will fuel Tuyyo's continued growth across several priorities:

- Retail expansion — deeper distribution and in-store execution across existing and new retail partners
- Marketing and brand building — in-store demos, digital marketing, and community-building
- Operations and COGS reduction — scaling production efficiencies to improve margins across the unified Tuyyo platform
- New product development — expanding the product lineup over the next 18 months

Question: I have a question that is not listed here, where can I ask it?

There is a section at the top of the Wefunder page, right under the video titled "Ask A Question". Please feel free to ask any questions you have here!