

Cuchina Safe, LLC

Susan Castriota

Cuchina Safe, LLC
2636 Thorntree Drive
Pittsburgh, PA 15241
412.833.7556 cell 412.427.2653
Email – cuchinasafe@aol.com
[http:// www.cuchinasafe.com](http://www.cuchinasafe.com)

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II. Executive Summary

Cuchina Safe, LLC was founded by designer Susan Castriota. As a cancer survivor, she was concerned about toxins from heated plastics in the microwave, and the possible link to her estrogen based breast cancer. Ms. Castriota did extensive research and uncovered numerous studies that validated the theory. She decided not to use plastics or plastic wraps in the microwave and vowed only to use glass or ceramics. What Ms. Castriota found was a surplus of glass bowls with only plastics lids. That was the evidence she needed to design a universal glass vented lid to be used on many different sized bowls, mugs and glassware. A patent search found no vented flat lid, and Ms. Castriota worked with a Patent Attorney on filing the necessary paperwork for obtaining a patent. Ms. Castriota has been awarded a Design Patent for the Cuchina Safe lids.

Cuchina Safe, LLC was founded in 2014, and currently has 2 Universal Glass Lids in production. The smaller lid has had a first run production and successful sales on Amazon.com. This is especially remarkable as no advertising was in place to support the product. Ms. Castriota feels the consumer shift away from plastics accounts for this initial success. Both size lids that are currently in production will be used for preliminary orders placed by Amazon and QVC network. The Cuchina Safe Lids will be showcased on QVC in January 2016. QVC has placed a purchase order for 5000 small and 5000 large lids to be sold as a set. Our current retail price is \$29.99, and QVC will be offering the lids at a discounted price of \$24.99.

In addition to the Cuchina Safe lid, there are several other products that are currently in the design phase. Ms. Castriota recognizes that a viable company positioned for growth cannot market only one product. These products are listed below:

- Cuchina Safe “Cook- 2- Serve”: a 3-pc glass 2 quart bowl with removable insert and lid that is also a bowl
- Cuchina Safe “Vented Plate Cover”: A glass lid to cover a plate in the microwave
- Cuchina Safe “Xtend 2 Fit Oven Mitt”: A double oven mitt or pot holder with 2 mini mitts

As mentioned above, Cuchina Safe’s current customers include Amazon and QVC. In addition to continuing to strengthen these already formed relationships, Cuchina Safe will begin to target other online and brick and mortar retailers such as Zulily, Target, and Crate and Barrel.

To cover many of the start-up costs, Ms. Castriota has invested \$40,000 of her own money, as well as established a \$60,000 line of credit from Brentwood Bank to pay for production of their initial orders. In addition, Ms. Castriota is requesting a \$150,000 loan to cover the costs of scaling the business—leasing a facility, purchasing equipment & inventory, and other working capital needs. Susan Castriota will leverage her 30 years of management, marketing, and design experience to make the Cuchina Safe a household name, and ultimately a thriving business for years to come.

III. General Company Description

Cuchina Safe, LLC is a retail/wholesale startup company positioning itself to become the market leader in glass cookware for consumers looking for a healthier alternative to potentially harmful plastic cookware. The company will offer glass cookware made of Borosilicate Glass, which was the original PYREX. Borosilicate glass is known for having very low coefficients of thermal expansion, making it resistant to thermal shock, more so than any other common glass. The company's goal is to offer products that are a safer way to cook, steam, and reheat in the microwave. The products will also be safe for oven use, dishwasher and freezer. With overwhelming scientific evidence that plastics leaching into food during the microwave cooking process causes or contributes to increased health problems, glass cookware is clean, safe, and non-toxic. Cuchina Safe cookware is developed for today's mainstream, eco-friendly consumer and the growing health conscious consumer base.

IV. Products

After months of research, Ms. Castriota concluded that the best glass for the Cuchina Safe cookware designs should be Borosilicate glass. Most US manufacturers of Pyrex now use the less expensive tempered soda-lime glass because Borosilicate glass is expensive to produce. Borosilicate glass is well-known for its ability to resist thermal shock (a sudden change in temperature). While scientific studies and consumer complaints both have warned about the potential dangers of soda-lime glass bake ware, Borosilicate glass products are designed not to shatter or explode even when exposed to high temperatures. Borosilicate glass is naturally hygienic and will not absorb flavors or odors. In addition, the surface is resistant to stains, bacteria, and scratches. Borosilicate glass is highly recommended for cooking, and used by chefs all over the world as a means of cooking foods evenly and avoiding injuries that could result when using soda-lime glassware dishes for baking.

Pricing structure for Cuchina Safe products will vary by the limits set by the retail outlet.

Pricing Structure for sales on QVC – Per set of one small Lid /one large Lid. Assuming an order of 5000 sets: Wholesale Price – Set by QVC \$13.75

Cost:	Cost to manufacturer	\$5.40
	Cost for Shipping	\$2.20
	Rep fees	\$2.07
	Total Cost	\$9.67
	Margin	\$4.08

Pricing Structure for sales on Big Box Stores – Per set of one small Lid/one large Lid. Assuming an order of 5000 sets: Wholesale Price \$16.00

Cost:	Cost to manufacturer	\$5.40
	Cost for Shipping	\$2.20
	Rep fees	\$2.07
	Total Cost	\$9.67
	Margin	\$6.33

For the first order, Cuchina Safe worked with Hebei Homeasy Glassware Co, Ltd., established in 2009, they are a professional manufacturer and exporter of kitchen glassware in China. Located in Shijiazhuang City, Hebei Province, about 260km away from Tianjin Port and about 300km away from Beijing. Their main products are heat-resistant glassware, such as glass casseroles, glass bake ware, glass storage containers and cast glass lids, using borosilicate glass. Ms. Castriota put extensive time and energy into seeking out a manufacturer she trusted with a consistent reputation for quality products. The lengthy shipping time is certainly a concern going forward. Several other manufacturers are being considered for future orders.

V. Marketing Plan

Market research

Glass cookware continues to grow in popularity. Glass is an inert and non-porous natural material. With the many environmental concerns associated with the production and disposal of plastics, going plastic-free reduces the amount of plastic ending up in the waste stream. Once the consumer purchases a Cuchina Safe glass product, they can use it almost indefinitely. In 2014, Faith Durand, editor of The Kitchen, listed glass as one of the 5 Trends spotted at the International Home & Housewares Show (IHHS) in Chicago. “Glass Everywhere. There's a lot of plastic at Housewares (and silicone...) but this year glass really stood out. It's clear that manufacturers are hearing consumers' desire for what seems like a safer material than plastic.” According to research done by Frederick vom Saal, esteemed biology professor at University of Missouri, Columbia, even small exposures to bisphenol-A (polycarbonate plastic) can have drastic effects on biological systems and he states “Don’t heat food in the microwave using plastic containers”. Dr. Kate Wolin, leading cancer researcher at Loyola’s prestigious Stritch School of Medicine in Chicago, stated on The Dr. Oz show, Sept. 26, 2014 “Microwaves are safe, but the things we put in it are a concern, for example, plastics. There are chemicals in plastics that can leach into your food, so we want to pay attention to that and think about what we’re putting in the microwave”. As consumers become more educated on the dangers of plastics in the microwave, the market for the Cuchina Safe glass cookware will significantly increase.

The Industry

Industry Outlook: National growth should be strong for glass cookware, industry statistics will verify
 Projected opportunities: QVC, Target, Bed Bath Beyond, Costco, Amazon, Crate n Barrel and Zulily
 Regulatory environment: Extensive testing is needed for QVC products, testing included kitchen testing, ISTA (packaging) ,TCPH (toxins in packaging and product), Lead testing (for glass), glass composition testing. Cuchina Safe Lids have been subjected to this rigorous testing and passed all criteria with a wide margin. Other retailers seek out and will sell products based on the recognized approval of QVC's testing regime. Sales reps will watch QVC to see products they may wish to represent based on this testing and appeal.

Product

From the customer's perspective, the Cuchina Safe Lids provide a healthy alternative to plastics in the microwave oven, as well as a convenient, universal lid for cooking on a stove top or in a conventional oven. Pre-introductory sales of the small lid on Amazon.com have garnered excellent reviews as posted on Amazon website. (*Appendix*)

Features and Benefits

- Cuchina Safe “Universal Glass Lids” : 2 vented glass lids to cover bowls, cookware and ovenware
- Cuchina Safe “Cook- 2- Serve”: a 3-pc glass 2 quart bowl with removable insert and lid that is also a bowl
- Cuchina Safe “Vented Plate Cover”: A vented glass lid to cover a plate in the microwave
- Cuchina Safe “Xtend 2 Fit Oven Mitt”: A double oven mitt or pot holder with 2 mini mitts

Important Features:

Cuchina Safe Universal Glass Lids :

Made with strong , durable glass

Vented with 3 vents

3 Handles

Clear glass easy to monitor food

Cuchina Safe Cook - 2- Serve Bowl and Lid :

Made of strong, durable glass

Vented with one hole on bowl, one hole on lid to line up for easy steaming

Surrounding rim for easy holding and lifting

Clear glass easy to monitor food

Removable inside cylinder for microwave baking

Cuchina Safe Vented Plate Cover :

Made of strong, durable glass

Vented with one hole for easy steaming

Clear glass easy to monitor food
Sturdy center handle

Cuchina Safe Xtend2 Fit Oven Mitt :

Made of light weight double quilted cotton and neoprene
Stitching for thumb placement and easy handling
Elastic middle to expand mitt for larger cookware
2 mini mitts for small heated cookware

Important Benefits:

Cuchina Safe Universal Glass Lids:

Good for Microwave, up to 400 degrees on top of stovetop cookware
Great splatter shield
Won't absorb odors
Stain resistant
Easy to clean and store
Steams, reheats, and cooks food
Makes healthy foods

Cuchina Safe Cook-2-Serve Bowl and Lid:

Good for Microwave, up to 400 degrees on top of stovetop cookware
Won't absorb odors
Stain resistant
Easy to clean and store
Steams, reheats, and cooks food
Bakes cakes and pies
Handsome serving bowl with lid

Cuchina Safe Vented Plate Cover:

Good for Microwave, up to 400 degrees on top of stovetop cookware
Won't absorb odors
Stain resistant
Easy to clean and store
Steams, reheats, and cooks food

Cuchina Safe Xtend 2 fit Oven Mitt:

Non bulky oven mitt
Elastic middle to expand mitt for larger cookware
2 mini mitts for small heated cookware

Returns and Warranty Information

Cuchina Safe will offer a 10- day return policy. We ask that the return item be in their original packaging, and that the merchandise is in the same condition as it was upon receipt. Cuchina Safe, LLC will not be responsible for the return shipping and handling costs. If the Cuchina Safe product arrives broken, damaged

or is otherwise deemed defective, simply call within 30 days of receipt for a free replacement piece or a complete refund.

Warranty

Cuchina Safe, LLC will replace any Cuchina Safe Lid® that cracks or discolors within ONE YEAR from date of purchase. If the exact item is not available, it will be replaced with a comparable item. This warranty only applies to products damaged during normal household use. It does not cover damage resulting from misuse, negligence, accidental breakage from impact or attempted repair. For this warranty to apply, the owner must follow the Safety, Use & Care instructions. If you wish to make a warranty claim, contact the Cuchina Safe, LLC. KEEP THE PRODUCT, as you may be asked to return it. Incidental and consequential damages are expressly excluded from this warranty. The flat shipping and handling fee is not included in the terms of this warranty and will be your responsibility.

Support and follow up

As an additional service to all buyers and perspective buyers, the Cuchina Safe website and social media will be frequently updated with new recipes and tips for using the products and notification of new products under the Cuchina Safe brand.

Target Market

Characteristics of the target market:

Demographic profile – Female, educated 25 years to 70 years. Younger females with children are very concerned about the toxins in plastics and environmentally savvy. Older woman are concerned about the health dangers of using plastics.

Potential for North American and International Sales, EU and Asian patents will be needed for international expansion. QVC and Amazon both have new markets in Europe and Asia. Europeans are more concerned about toxins in food and tend to avoid using plastics because of environmental reasons.

Competition:

- Catamount sells Borosilicate glass cookware, including a dome plate cover; their glass is very thin and fragile, not durable like the Cuchina Safe products.
- Pyrex Glass Lid has a silicone rim and is non-vented
- Most other lids and microwave cookware products are made of plastic or silicone

Niche

There are NO all glass, universal lids for use in the microwave on the market today. The design stage Cuchina Safe glass bowl and plate cover are also unique in the market because of their design and the type of glass that is used in manufacturing. Couple this with the steady and rapidly growing health-conscious consumer base, and their heightened awareness of environmental dangers to health (i.e., specifically, toxins in plastics and the proven detrimental effects), and you have a definite void to be filled. The Cuchina Safe Lids provide a timely, significant and sole solution to a heretofore unsolved problem. The patent search for the lids bore out that no other patents exist for an all-glass vented universal lid.

Strategy

From the early planning and development stage, an integral part of the marketing strategy was to obtain wide exposure to a large consumer audience. QVC was targeted as the optimum marketing vehicle to accomplish this objective. An agreement was successfully reached with QVC for representation on their network. Next, the natural progression was to obtain exposure via internet, specifically on Amazon.com, the largest on-line retailer in the USA. Ms. Castriota successfully competed for inclusion in a new program on Amazon, in which Amazon actually buys the product and provides \$5,000 worth of free advertising. Looking forward, Cuchina Safe is currently in discussions with Zulily, for inclusion in their internet retail store. Other marketing initiatives includes sending press releases promoting the Cuchina Safe Lids to women's magazines, personal appearances on local and national news, health and life-style TV shows and live cooking demonstrations.

Promotion

Marketing includes online ads on Amazon, social media, and TV appearances

Two Sales and Marketing companies have contacted Ms. Castriota about representation of the Cuchina Safe cookware products. CasaWare, Wexford, PA and United Sales & Marketing, Inc., Ontario, Canada. Both have booths at the International Housewares Show and have connections to big box retail stores.

Annual Sales Goal

- 2016 - \$350,000
- 2017 - \$800,00
- 2018 – \$1,500,000.

Our forecasts are estimates created by professionals from QVC and Amazon

Pricing

Pricing for the Cuchina Safe Lid set was dictated by QVC. The retail price on the set of Lids is \$32.99, QVC felt the discounted price of \$24.99 would motivate buyers to purchase a new product. Pricing is competitive;

Borosilicate glass cookware is typically higher in price than tempered soda-lime glass cookware. Orders made from the Cuchina Safe website are pre-pay only.

Keys to Success

Cuchina Safe has three ambitious and obtainable keys to success. The first is to develop a long standing customer loyalty with high quality, stylish, functional, non-toxic kitchen products. Respected retailers will help to grow and maintain a consistent customer base. The second key is to form relationships with online merchants such as Amazon, and develop a presence on social media. Several manufacturers of cookware have shown interest in representing the Cuchina Safe line of cookware. The third key is to create a brand loyalty. Engage consumers with live and on line cooking demonstrations to promote healthier eating. Reinforce the brand by giving consumers the opportunity to promote and create lasting bonds.

VI. Operational Plan

Production

The first order of lids was produced in China; I am currently looking for a domestic manufacturer.

Production starts with an idea, then it evolves into a drawing on a piece of paper. From there it will be translated by a mechanical engineer into a 3 –D STL file. Once adjustments are made on the design, then it will be made into a 3-D Digital Prototype model, which then will go through iterations before finalizing a design that will then be made into a mold for glass production. Once the mold is finished, samples are made and shipped to Cuchina Safe for inspection.

For Quality control on the manufacturing level, Cuchina Safe LLC will employ a rep in China who makes frequent visits to the factory in China.

Location

Ms. Castriota has had several successful business over the last 30 years and they have all been “home based” businesses. When looking for an office for Cuchina Safe business, a location in close proximity to the owner/manager of Cuchina Safe LLC is desirable.

Physical requirements:

- Amount of space 800 sq. ft.
- Type of building flex building
- Zoning commercial zoned

- Power and other utilities internet, cable

This location will only serve as the operation office of Cuchina Safe LLC. It will not be open to the public for retail sales. There is no need to be close to any sort of transportation or require any special parking. This office will not have published hours of operation but an entrepreneur who has had a home based business for 30 years, Ms. Castriota is not averse to working beyond the 40 hour work week.

Legal Environment

Cuchina Safe LLC is a single member Limited liability Company registered in the state of Pennsylvania. At this time, Ms. Castriota is the only Member of the company. A Design Patent has been issued for Cuchina Safe lids. All permits and licensing mandated for importing have been met by the company.

Personnel

The only current employee of Cuchina Safe LLC is Ms. Castriota. She has handled the design process, start up and daily operations of the business without any support up until now. As a seasoned entrepreneur, Ms. Castriota knows how to “make things happen.” But also with her past experiences, Ms. Castriota fully recognizes that at some point, help is needed and crucial to growth. Doing it all becomes overwhelming and counter-productive. But hiring for a small company unable to supply perks and benefits and finding someone as committed to the mission as Ms. Castriota can be challenging. When the time is right, Ms. Castriota plans to fill this first crucial position with her daughter, Caroline Hoag. Ms. Hoag’s background and commitment to Cuchina Safe LLC are a good match.

Inventory

Small inventory of saleable units will be available for sale on the Cuchina Safe website. Orders from the web site will continue to be filled but it is hoped that most people will order through Amazon as shipping options are more advantageous to the consumer. A bump up in sales is expected during the holiday season but Cuchina Safe Lids are not marketed as a gift item as much as a functional, practical every day item.

Lead-time for ordering is 3 to 4 months for products made from existing molds. An additional 6 to 8 weeks would be needed for production of the new molds for products still in the design phase.

Suppliers

Hebei Homeasy Glassware Co., Ltd, main office at WeiBo Town Xinji city Hebei Province 052360 China. The standard credit and delivery policies of this company are 30% down on acceptance of order and 70% due on shipment of order. This supplier was well researched by Cuchina Safe LLC. The supplier has both the

type of glass necessary and a solid reputation for reliability. Prices for raw materials have changed little in recent history.

Credit Policies

QVC's terms are Net 45 ROG Initial Net 120 ROG Subsequent

Amazon – net 60 days Zulily – net 30 days

These terms are not negotiable and can only be considered the costs of doing business.

Management

Cuchina Safe, LLC is 100% owned by Susan Castriota who has over 30 years' experience in several business with expertise in design, marketing, retail and wholesale sales. In 1984, Greetings from Pittsburgh, was established by Susan as a greeting card business, selling over 200 illustrated designs to major corporations, department stores and politicians. With national sales and distribution to Saks, Marshall Fields, Dayton Hudson, Hecht's, Kaufman's and the White House Historical Society. At one time Susan's White House card designs were sold in the White House, and in 2008, Susan was chosen to design an ornament for the White House Christmas Tree. From 1986 – 1995, Susan was a design consultant for Farley Candy Company USA, Chicago IL and was instrumental in corporate identity change, including logo design, and product design for Farley Fruit Snacks. In 1991, The Castriota Collection was created as a catalog of unique woman's golf gifts. Susan designed and produced over 200 copyrighted golf specialty items used for golf tournaments, marketed and managed the nationally distributed 32 page Golf Catalog, overseeing product choice, photo layouts, catalog design/printing, fulfillment and budget. Prior to sale of business, response rate of catalog sales was 2%, well over the national level with an average \$116.00 per sale. Gross revenues grew on average 50% per year. After many profitable years, the business was sold in 1998. In 1999, Susan instituted the marketing program for Castriota Chevrolet Auto Dealership. Developing the marketing plan to include sales projections, production of television/radio air and print media. In 2011, Susan began writing and illustrating the first in a series of six children's books about her adopted dog Wilson. Her award winning book "Wilson & the White House Pups" was edited by the White House Historical Association and Susan and dog Wilson are frequent guests at book signings at the Smithsonian Museum. In 2012, Susan was diagnosed with breast cancer and spent most of 2013 undergoing cancer treatment.

VII. Personnel

Owners, Susan Castriota and key employees.

Professional and Advisory Support

- Accountant: R.D. Hoag Associates
- Insurance agent: Henderson Brothers
- Banker: Brentwood Bank
- Consultant or consultants: William Foster, retired CPA , CONSOL

VIII. Personal Financial Statement

Thus far, from conception of the idea for Cuchina Safe lids to the first production run of 5,000 sets, including product design, engineering and prototypes, legal fees, consulting fees, patent fees, packaging design, and production, the entire project has been self-financed. Expenses were paid from personal savings first, and then with a \$60,000 line of credit with Brentwood Bank. As collateral for the line of credit, I pledged my investment account with LPL Financial, administered by the Brentwood Advisors investment group at Brentwood Bank, along with my personal residence located at 2636 Thorntree Drive, Pittsburgh, PA, 15241.

IX. Appendices

- Partial Financial Plan
 - Assumptions
 - Break-Even Analysis
 - Income Statement Analysis
- Amazon Reviews
- Cuchina Safe Product Literature

Partial Financial Plan

Assumptions

Cuchina Safe

FINANCING ASSUMPTIONS

	Amount	Interest Rate	# of Years	Monthly D/S	Annual
Loan 1	0	0.07	10		0
Loan 2	0	0.07	10		0
Loan 3	0	0.07	10		0
Loan 4	0	0.04	10		0
Loan 5	0	0.04	10		0
Owner's Equity	0				
Total	0				
	Initial Draw			Year 1 Loan Statistics	
Line Of Credit	0	0.08		1 Interest paid	0
(See Cash Flow Statements for additional draws)				Debt redn	0
				Total	0

DEPRECIATION SCHEDULE

Capital Expenditures	Year 1	Year 2	Year 3
Furniture and Fixtures	0	0	0
Leasehold Improvements	0	0	0
Equipment	0	0	0
Commercial Buildings	0	0	0
Goodwill	0	0	0
	7		
	15		
	5		
	39		
	15		

Seasonality

42384	42415	42446	42477	42508	42539	42570	42601	42632	42663	42694	42725
0.091667	0.083333	0.083333333	0.075	0.058333333	0.066667	0.083333	0.083333	0.083333	0.083333333	0.1	0.108333
SUM =										1	n

ANNUAL SALES ASSUMPTIONS

	Year 1	Year 2	Year 3		Year 1	Year 2	Year 3	
Expected Revenue Growth			0.1	0.1	Expected COGS Growth		0.03	0.03
Growth - Total Sales			0.1	0.1	Growth - Total COGS		0	0
QVC Plate Set	499800	549780	604758		COGS - QVC Plate Set	0.3	0.309	0.31827
Amazon	0	0	0		COGS - Amazon	0.3	0.309	0.31827
Personal Website	2158.56	2374.416	2611.8576		COGS - Personal Website	0.3	0.309	0.31827
Handmits	0	0	0		COGS - Handmits	0.3	0.309	0.31827
Bowls	0	0	0		COGS - Bowls	0.3	0.309	0.31827
Product 6	0	0	0		COGS - Product 6	0	0	0
Product 7	0	0	0		COGS - Product 7	0	0	0
Product 8	0	0	0		COGS - Product 8	0	0	0
TOTAL SALES	501958.56	552154.416	607369.8576					

EXPENSE ASSUMPTIONS

	Year 1	Year 2	Year 3
Operating Expense Growth	0.03	0.03	
Wages	195000	210000	per year
Payroll Taxes	0.15	0.15	0.15
Rent	0	1200	1236 per month
Marketing/Promotions/Advertising	4000	4120	4243.6 per month
Sales Representatives	49980	149436	180817.56 per year
Vehicle Expense/Delivery	1000	1030	1060.9 per month
Professional Fees	600	618	636.54 per month
Website	200	206	212.18 per month
Insurance	142	146.26	150.6478 per month
Health Insurance	800	824	848.72 per month

Break-Even Analysis

Cuchina Safe Break-Even Analysis

Operating Expenses	Monthly	Yearly	
Wages	\$7,500	\$90,000	
Payroll Taxes	\$1,125	\$13,500	
Rent	\$1,200	\$14,400	
Marketing/Promotions/Advertising	\$4,000	\$48,000	
Sales Representatives	\$4,165	\$49,980	
Vehicle Expense/Delivery	\$1,000	\$12,000	
Professional Fees	\$600	\$7,200	
Website	\$200	\$2,400	
Insurance	\$142	\$1,704	
Health Insurance	\$800	\$9,600	
Total Operating Expenses	\$20,732	\$248,784	
Variable Expenses:			
Cost of Goods Sold (Weighted Average)	30.0%		
Total	30.0%		
Break-Even in Sales Dollars	\$29,617	\$355,406	
Break-Even in Quantity			
QVC Plate Set	1180.0	14,161.0	99.6%
Amazon	0.0	1.0	0.0%
Personal Website	8.0	102.0	0.4%
Handmits	0.0	1.0	0.0%
Bowls	0.0	1.0	0.0%

Income Statement Analysis

INCOME STATEMENT ANALYSIS

	<u>FY 2016</u>		<u>FY 2018</u>		<u>FY 2019</u>	
QVC Plate S	\$499,800	86.6%	\$549,780	34.2%	\$665,234	34.2%
Amazon	\$74,970	13.0%	\$109,956	6.8%	\$133,047	6.8%
Personal W	\$2,159	0.4%	\$2,374	0.1%	\$2,612	0.1%
Handmits	\$0	0.0%	\$398,790	24.8%	\$482,536	24.8%
Bowls	\$0	0.0%	\$545,790	34.0%	\$660,406	34.0%
Total Sales	\$576,929	100.0%	\$1,606,690	100.0%	\$1,943,834	100.0%
COGS						
QVC Plate S	\$149,940	30.0%	\$164,934	30.0%	\$211,724	31.8%
Amazon	\$22,491	30.0%	\$32,987	30.0%	\$42,345	31.8%
Personal W	\$648	30%	\$712	30.0%	\$831	31.8%
Handmits	\$0	0.0%	\$119,637	30.0%	\$153,577	31.8%
Bowls	\$0	0.0%	\$163,737	30.0%	\$210,187	31.8%
Total COGS	\$173,079	30.0%	\$482,007	30.0%	\$618,664	31.8%
Gross Profit	\$403,850	70.0%	\$1,124,683	70.0%	\$1,325,170	68.2%
Less: Operating Expenses						
Wages	\$90,000	15.6%	\$151,800	9.4%	\$153,654	7.9%
Payroll Tax	\$13,500	2.3%	\$22,770	1.4%	\$23,048	1.2%
Rent	\$0	0.0%	\$14,400	0.9%	\$14,832	0.8%
Marketing/	\$48,000	8.3%	\$49,440	3.1%	\$50,923	2.6%
Sales Repre	\$49,980	8.7%	\$149,436	9.3%	\$180,818	9.3%
Vehicle Exp	\$12,000	2.1%	\$12,360	0.8%	\$12,731	0.7%
Professiona	\$7,200	1.2%	\$7,416	0.5%	\$7,638	0.4%
Website	\$2,400	0.4%	\$2,472	0.2%	\$2,546	0.1%
Insurance	\$1,704	0.3%	\$1,755	0.1%	\$1,808	0.1%
Health Insu	\$9,600	1.7%	\$9,888	0.6%	\$10,185	0.5%
Total Opera	\$234,384	40.6%	\$421,737	26.2%	\$458,183	23.6%
Operating P	\$169,466	29.4%	\$702,946	43.8%	\$866,987	44.6%
Other Income (Expenses)						
Loan Intere	\$0	0.0%	\$0	0.0%	\$0	0.0%
Pre Tax Pro	\$169,466	29%	\$702,946	43.8%	\$866,987	44.6%
Net Profit	\$169,466	29%	\$702,946	43.8%	\$866,987	44.6%

CASH-FLOW ANALYSIS

	<u>FY 2016</u>	<u>FY 2018</u>	<u>FY 2019</u>
Ending balance	\$160,466	\$863,412	\$1,730,400
Minimum balance	(\$9,000)	\$328,345	\$1,070,898
Maximum balance	\$204,965	\$933,355	\$1,806,392

Debt-Coverage Ratio (Operating Profit+ Depreciation)/Annual Debt Service

<u>FY 2016</u>	<u>FY 2018</u>	<u>FY 2019</u>
0	0	0

Amazon Reviews

2 of 2 people found the following review helpful

This is so great!

By cindy heddaeus on October 4, 2015

I have always hated reheating in plastic for obvious health reasons. This lid allows me to reheat, steam and cook with no mess. I have bought this for so many people. Everyone uses it and loves it. Easy to clean also. And fits as a lid for multitude size containers. Love love love it!

2 of 2 people found the following review helpful

My microwave stays clean with the Cuchina Safe Lid!

By jtrichards on October 3, 2015

The Cuchina Safe lid is great to use. It stays securely on all my bowls so I have no more splatter issues in my microwave. I highly recommend it!

1 of 1 people found the following review helpful

Buy one for your health, buy one for the convenience, and buy one for someone you love!

By William on October 6, 2015

Verified Purchase

The CuchinaSafe Lid is great!! It is so practical and convenient!! It fits almost every bowl I have, so reheating leftovers has never been easier. And the steamed vegetables made using the Lid are easy, fast, and delicious. I have made a couple of the recipes from the CuchinaSafe website, and they, too, are delightfully easy, fast and delicious. I am definitely going to buy a couple more CuchinaSafe lids so I always have a clean one handy! About two and a half years ago, I lost my wife to breast cancer, and I, myself, am a prostate cancer survivor. So I am very aware of the dangers of plastics in the microwave. In fact, I am convinced that both our cancers were most likely caused by repeated use of plastic lids and plastic wrap in the microwave. So I am extremely happy that I have found a convenient and safe alternative!

1 of 1 people found the following review helpful

The Cuchina Safe Microwave Lid will change the way you use your Microwave

By Frances G. Joyce on October 13, 2015

As a cancer survivor, I am committed to reducing the use of plastics especially in the microwave. I have been using the Cuchina Safe Microwave Lid multiple times a day since the first day I tried it. It's wonderful for steaming fresh or frozen vegetables. You can melt ingredients for recipes or reheat leftovers without making a mess in your microwave oven. Imagine being able to reheat a piece of pizza in the microwave

without it turning to rubber - with the Cuchina Safe Microwave Lid you can! I purchased ten lids to give as gifts and I will be purchasing a dozen more for my holiday gift giving this year! Buy it you will love it!

1 of 1 people found the following review helpful

Ginny

By Amazon Customer on October 11, 2015

Verified Purchase

Easy and convenient to use! It motivates me to cook healthy happy food for me and my family. I can't wait to see what's next!!!!

Glass is Great

By JAik on November 11, 2015

Verified Purchase

First, I must say that I think that there is almost always room for improvement with any product, so I am rather stingy in giving out 5 stars. But I do really like this lid, and I do not even have any concerns about plastics in the microwave. I like glass because it is transparent and can be used in the microwave, oven, and range top. It fits perfectly on a 6-inch saucepan, and I checked the time to boil water in it with and without the lid. It was at least a minute faster with the lid on. And being flat it is easy to store and fits easily on the lower dishwasher rack. As for improvement, I like a knob in the middle to lift a lid, but the edge tabs are not that bad.

Awesome product!

By sheila yencik on October 9, 2015

After years of using messy and potentially toxic plastic to cover our bowls in the microwave, this lid has been our savior! It fits perfectly, is sturdy, easy to clean and best of all, gives us peace of mind. We use it on a daily basis--not sure how we managed without it. I immediately bought a second lid to send to my mother, a cancer survivor. So happy with our purchase!

This microwave safe lid is fantastic! Love that it vents as I steam veggies ...

By LBT on October 10, 2015

Verified Purchase

This microwave safe lid is fantastic! Love that it vents as I steam veggies and keeps my microwave cleaner than when using waxed paper to reheat various items. I was a skeptic about popping regular popcorn in a glass bowl with just Pam spray (recipe included with lid), but it works beautifully! Yum!! Plan to give these lids as holiday gifts!

... about what they are microwaving in this is an amazing product. Bought several and gave them out to ...

By Laura Ford on October 6, 2015

For people who are worried about what they are microwaving in this is an amazing product. Bought several and gave them out to friends. As a Breast Cancer survivor - this give me an alternative to paper towels or plastic filled products. It is safe, easy to use and convenient. BUY IT

A thoughtfully designed kitchen essential!

By Anni on November 10, 2015

Verified Purchase

Love having this heavyweight, vented lid instead of resorting to a random dish or saucer as a cover. This piece won't warp, clatter or shatter. The health concern is a reason to use these, as well. A very sound, useful product.

Cuchina Safe® Universal Glass Lids



- Set of 2 universal glass lids for bowls, cookware and even mugs
- For use in the microwave, oven or stove top
- Also can be used as a trivet
- Made of strong, clean, durable glass
- Microwave, refrigerator, dishwasher, oven safe up to 400°
- Won't absorb odors, stain resistant and easy to clean
- Vented for healthy steaming and cooking
- Avoid clutter, takes up less space than traditional lids
- Protects microwave and stove top from messy splatters
- Clear glass makes it easy to monitor food



CARE INSTRUCTIONS

Keep your Cuchina Safe Lids clean with regular washing by hand or in the dishwasher. To loosen baked-on food, allow glass to cool, then soak. If scouring is necessary, use only plastic or nylon cleaning pads with nonabrasive cleaners.



SAFETY AND USAGE INSTRUCTIONS

As with all glass products, use with care, especially when cooking food at high temperatures. Glass is breakable and must be handled with care.

Do not use directly under flames to broil. Do not use directly on open flames on stovetop.



WHILE COOKING, GLASS MAY BE HOT AND MUST BE HANDLED WITH HEAT-RESISTANT GLOVES OR POT HOLDER.

www.cuchinasafe.com

