

EXHIBIT J

FOR OFFICE ACTION RESPONSE RE:
SHELLFISH, EVOLVED, S.N. 88/428324

New Wave Foods Tri-Fold Brochure (Side 1)

Our plant-based shrimp cooks just like the real thing. Fry them up for shrimp tacos. Cover them in a curry sauce. Toss 'em with linguine. Or try 'em in your favorite recipe.



info@newwavefoods.com
510 736-0693
newwavefoods.com

The logo for New Wave Foods, featuring stylized green and orange leaves or waves.

**Shellfish,
evolved.**

New Wave Foods Tri-Fold Brochure (Side 2)

New Wave Foods® is a disruptor in the seafood business. Our mission is to protect the oceans and the broader environment by developing delicious, plant-based versions of popular shellfish. Our first product, New Wave Shrimp™, is frozen, 100% plant-based shrimp that has the bite, texture, and taste of real shrimp. New Wave Shrimp is interchangeable with the real thing, and performs in recipes and food service applications just as shrimp does.



Features & Benefits

- New Wave Shrimp has the bite, texture, and taste of real shrimp.
- Delicious, plant-based, "1-for-1" swap for real shrimp.
- Interchangeable with 20-count, frozen, deveined IQF shrimp.
- Cooks in the same way as real shrimp, and performs exactly as real shrimp does across a wide range of food service applications.
- No cholesterol. No shellfish allergens. Non-GMO. Gluten-free. Vegan.
- Lower calories than ocean shrimp. Good source of protein.
- Terrific recipes are ready for immediate use. An internationally known chef has developed a number of recipes that showcase the versatility of the product across an array of cuisines.
- Available at a very attractive price point without the price volatility of typical shellfish.
- Helps protect the oceans and mangroves from the destructive impact of shrimp farming.
- Offers a viable alternative to shrimp farming, because the latter causes 10X more environmental damage than beef production.

What we're made of:

New Wave Shrimp™ is made of sustainably sourced seaweed, soy protein, and natural flavors. It has lower caloric content than ocean shrimp and is a good source of protein and fiber. It doesn't contain any cholesterol and won't cause shellfish allergies. It's also gluten free and non-GMO.

| Nutrition Facts | |
|---|---------------------------|
| Serving Size: 7 pieces (85g) | |
| Servings Per Container: 1 | |
| Amount Per Serving | |
| Calories 70 | Calories from Fat 15 |
| % Daily Value* | |
| Total Fat 1.5g | 2% |
| Saturated Fat 1.5g | 8% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 230mg | 10% |
| Total Carbohydrate 9g | 3% |
| Dietary Fiber 3g | 12% |
| Sugars 3g | |
| Protein 5g | |
| Vitamin A 0% | Vitamin C 0% |
| Calcium 25% | Iron 6% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs: | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |

New Wave Foods Label Mockups





NEW WAVE
plant-made deliciousness.

PLANT-BASED SHRIMP

20 COUNT

KEEP FROZEN

USE BY: DATE ON PACKAGE

NET WT. 1 LB (454G) Not for individual sale

Shellfish, Evolved™

USE BY: 12/25/2021 123ABC09 10:35