TAKING SUPPLY CHAIN TRACEABILITY TO THE NEXT LEVEL

Barry McGowan
Chief Executive Officer, Fogo de Chão
Fogo at a Glance

Founded in Brazil in 1979
50+ locations

Approachable Fine Dining
Broadly Appealing

Beyond Dinner
All Party Sizes

Revenue Mix
- Daypart Mix:
  - 82% Dinner
  - 18% Lunch/Brunch
- Revenue Type:
  - 84% Food
  - 16% Alcohol
- Party Size:
  - 87% Traditional Dining <15 People
  - 13% Group Dining >15 People

Wide Variety of Occasions
- Spouse/Date: 33%
- Friends: 23%
- Family Meal: 26%
- Business Meal: 16%
- Other: 2%

Balanced Gender Mix
- Mao: 60%
- Female: 40%

Broad Appeal
- $250K+: 6%
- $150K-$250K: 16%
- Less Than $75K: 13%
- $75K-$150K: 45%

Diverse Guests
- Other: 3%
- African American: 3%
- Asian: 11%
- Hispanic: 13%
- Caucasian: 77%

Aspiring Millennials
- Baby Boomer: 27%
- Gen X: 30%
- Millennial: 43%

FOGO DE CHÃO
BRAZILIAN STEAKHOUSE
67% of consumers want to know everything that goes into the food they buy*
How Blockchain Works

Secure (Encrypted) Data
Blockchain Brings Transparency

• Traceable
• Affordable
• Accessible
• Can be commoditized

“Where tradition and technology share the same plate.”
Obrigado!