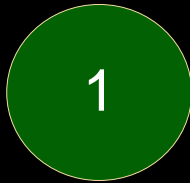


Healthy Food For Everyone: Berkeley's First Member-Owned Cooperative Grocery



Raise Capital

In the first 3 months after the project went public, 300 members joined the CoG. In less than a year, The CoG has raised over \$35,000, all from membership investments. These funds have allowed us to move forward in our development and seek out a warehouse space.



Build Framework

Since its inception, a grassroots community movement has given the CoG shape. Member committees have been established to build the CoG's framework. Through a wholly volunteer effort, the CoG has developed a website, sustainability guidelines, and more.



Online Store

The CoG is on the verge of launching its virtual ordering system, where members will be able to shop online and pick up their groceries at our warehouse. In this temporary phase, members will be able to shop for non-perishables as well as local, organic produce.



Retail Store

When the CoG has generated enough revenue from investments and the online store, it will open a storefront with full retail services. It will be a one-stop shopping destination, as well as a community hub for the Bay Area's diverse, food-loving population.



Sustainability

To be a reliable source for locally grown, organic, or minimally processed foods and goods.

Affordability

To make those foods and goods affordable and accessible to anybody who joins the CoG.

Community

To be an active member of the community, serving as a source of information and inspiration.

