



Filed Pursuant to Rule 433
Issuer Free Writing Prospectus
Dated October 6, 2025
(to Preliminary Prospectus, dated August 26, 2025
Registration Statement No. 333-289874)

Redefining the Fresh Juice Category

Horatio Lonsdale-Hands
Co-Founder & CEO

Free Writing Prospectus Statement

This free writing prospectus relates to the proposed initial public offering of common stock of Buda Juice, Inc. (the “Company”), which are being registered on a registration statement and should be read together with the preliminary prospectus included in the registration statement initially filed with the SEC on August 26, 2025, for the offering to which this presentation relates and may be accessed through the following link:

<https://www.sec.gov/Archives/edgar/data/2079720/000149315225012359/forms-1.htm>

The Company has filed the registration statement (including a preliminary prospectus) with the SEC for the proposed offering to which this communication relates. The registration statement has not yet become effective. Before you invest, you should read the preliminary prospectus in the registration statement (including the risk factors described therein) and other documents we have filed with the SEC in their entirety for more complete information about us and the proposed offering. You may get these documents for free by visiting EDGAR on the SEC website at www.sec.gov.

Alternatively, we or the representative of the underwriters will arrange to send you the prospectus if you request it from MDB Capital, 14135 Midway Road, Addison, TX 75001, telephone +1 (945) 262-9010, community@mdb.com

Forward-Looking Statements

This presentation contains “forward-looking” information. The information indicates expected future business and financial performance and financial condition. Forward-looking statements address matters that are uncertain. Forward-looking statements are not guarantees of future performance or financial condition, and are only based on management’s current expectations, assumptions, estimates and projections about the Company and the industry segments in which the Company operate. The statements that are forward looking are subject to the risks and uncertainties that the Company will face, many of which are discussed in the Registration Statement on Form S-1 filed with the Securities and Exchange Commission, for the offering. You are urged to consider these risk factors in evaluating your investment in the Company.

The information contained in this presentation has been prepared to assist interested parties in making their own evaluation of the investment opportunity related to the Company and does not purport to be all-inclusive or to contain all of the information that a prospective investor may desire. In all cases, interested parties should conduct their own investigation and analysis of the data set forth in this presentation and the registration statement for the offering. The Company has not assumed any responsibility for independent verification of any of the forward-looking information contained in this presentation or the related registration statement, including projections and future events and assumptions on which the projections and future events are based. None of the Company or their respective affiliates and representatives makes any representation or warranty (expressed or implied) as to the accuracy or completeness of the forward-looking information contained in this presentation and the related registration statement. Those parties or entities expressly disclaim any and all liability based on or relating to any representations or warranties (expressed or implied) contained in, or errors or omission from, this presentation and the related registration statement or based on or relating to the recipient’s use or the use by any of its affiliates or representatives of this presentation or the related the registration statement or any other written or oral communications transmitted to the recipient or any of its affiliates or representatives in the course of its investment evaluation related to this investment opportunity.

The offering will be made only by means of a prospectus forming a part of the registration statement on Form S-1 relating to these securities that has been filed by the Company with the U.S. Securities and Exchange Commission. The securities offered by the Company are highly speculative. Investing in the shares of common stock of the Company involves significant risks. The investment is suitable only for persons who can afford to lose their entire investment. Furthermore, investors must understand that an investment in the Company common stock could be illiquid for an indefinite period of time.

Prior to this offering, there has been no public market for the shares of common stock of the Company. The Company has applied to list its shares of common stock on the New York Stock Exchange, sometimes referred to as “NYSE.” The listing will not be approved until the time of the offering. No assurance can be given that the application will be approved or that an active trading market for the shares of common stock will develop. The Company will not consummate and close this offering without a listing approval letter from NYSE. If the Company does not receive a NYSE listing approval, they will terminate the offering.

Listing securities entails significant ongoing corporate obligations including but not limited to disclosure, filing and notification requirements, as well compliance with applicable continued quantitative and qualitative listing standards. If the Company is unable to satisfy these obligations, of which there can be no assurance, the common stock may be delisted. For additional information on Buda Juice, Inc. and the offering, please review the current registration statement on Form S-1 (# 333-289874) that can be found at the following location EDGAR Entity Landing Page ([sec.gov](https://www.sec.gov)). This presentation does not constitute an offer to sell, or the solicitation of an offer to buy, nor will there be any sale of these securities in any state or other jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of such state or jurisdiction.

Vision

Buda Juice has pioneered a new beverage category: UltraFresh™ — redefining what fresh means for consumers.

Mission

Our mission is to make **UltraFresh™** the new fresh standard in every grocery store across US, bringing consumers cold-crafted beverages that are always fresh, never processed.



Our Story

2014: The Beginning

Two friends, one juicer,
one fridge



Our 1st Customer, Theresa

Opened **first branded stores**
selling fresh, cold-crafted
juices at premium pricing



2017: Costco called first,
followed by H-E-B



2018: Company culture of making the best juice possible. We realized this product was for the masses, **but fresh at scale isn't simple...Retail to Wholesale was key...**

The Challenge of Fresh

Consumers want Fresh but...

Store shelves are dominated by pasteurized, HPP, and UV products – not truly fresh

Retailers want Fresh but...

In-store juicing is labor-intensive, costly, and hard to scale. Fewer than 5% of stores can offer it today

The Opportunity

Shelf life limitations prevent retailers from meeting consumer demand – **No Fresh Juice... Until now**



Buda Juice Creates New Juice Category: UltraFresh™

- An assortment of UltraFresh™ juices, lemonades, limeades and wellness shots
- Clean-label juices with no pasteurization, preservatives, GMOs, or artificial ingredients
- All produced and delivered in our continuous 35°F cold chain from farm to fridge
- Sold in the fresh produce department in supermarkets
- Available in branded and private label offerings



BUDA FRESH

Conventional
Lemonades + Limeades
+ Citrus Juices



PRIVATE LABEL

Conventional + Organic
Lemonades + Limeades
+ Citrus Juices



BUDA JUICE
USDA Organic
Glass-Bottled
Wellness Shots



The Country Fresh of Juice: Scaling a \$600M Playbook

- **Leading national producer of fresh cut fruits and vegetables**
- Pioneered fresh cut fruit cold chain infrastructure
- Founder Bryan Herr is the 2nd largest Buda Juice shareholder, and our Executive Chairman, helping drive company culture
- Doug Burris CEO of Country Fresh is also a Buda Juice board member



\$600M/yr revenue 15,000+ stores

12 production plants nationwide

Retailers: Walmart, Kroger, Wegmans, H-E-B, Publix, Target, and more.

UltraFresh™ is the Perfect Fit For Fresh Produce

Short shelf life, just like fresh fruit

- Buda Juice: 8-12 days
- Fresh Cut Fruit: 7-8 days

Same department... Same Infrastructure

- Uses existing produce cold chain and stocking labor
- No new operational burden, just a high-velocity SKU

Satisfies consumer demand for fresh

- Fresh produce consumers are already seeking fresh solutions



The Buda Juice Breakthrough

Farm-to-Fridge Cold Chain

- End-to-end 35°F cold chain from harvest → truck → facility → shelf
- Guarantees fruit integrity, safety, and freshness all the way to the consumer

Innovative Extraction and Processing

- Fruit, curated and processed in SQF-certified production plants
- No pasteurization, preservatives, GMOs, or artificial ingredients
- Preserves natural enzymes, nutrients, and flavor through temp control



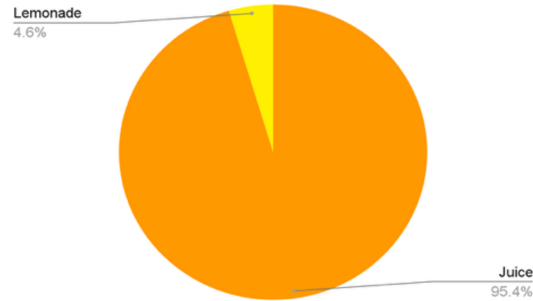
35°F



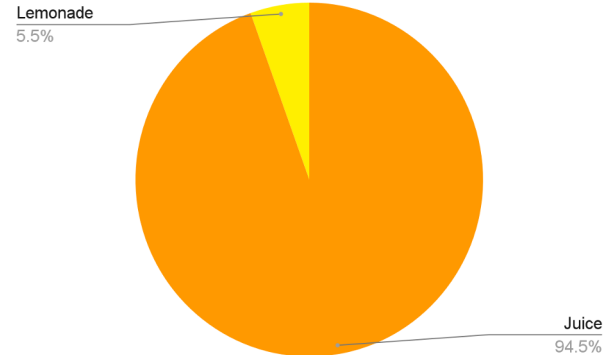
Cold
Chain

\$55B+ Market With No Truly Fresh Option

2024 U.S. Mkt - \$55.5B
With zero true fresh juice



2033 U.S. Mkt - \$77.5B –
Waiting for a fresh leader



- Consumers demand ultra-fresh, but can't find it
- Fresh juice becomes a staple when available - every fridge, every household
- Millennials and Gen Z drive growth in clean-label, authentic beverages

With UltraFresh™ Everyone Wins

Consumers win with freshness, retailers win with margins, Buda Juice wins with scale

Consumers

- Best tasting, most nutritious juice
- Clean label freshness
- Affordable
- Consistent quality



Retailers

- Capture unmet consumer demand
- Increase foot traffic & basket size
- Elevate store brand perception
- Strong margins with affordable wholesale pricing

Buda Juice/UltraFresh™

- Turnkey solution for retailers
- Now every retailer and every store can offer UltraFresh™ juice

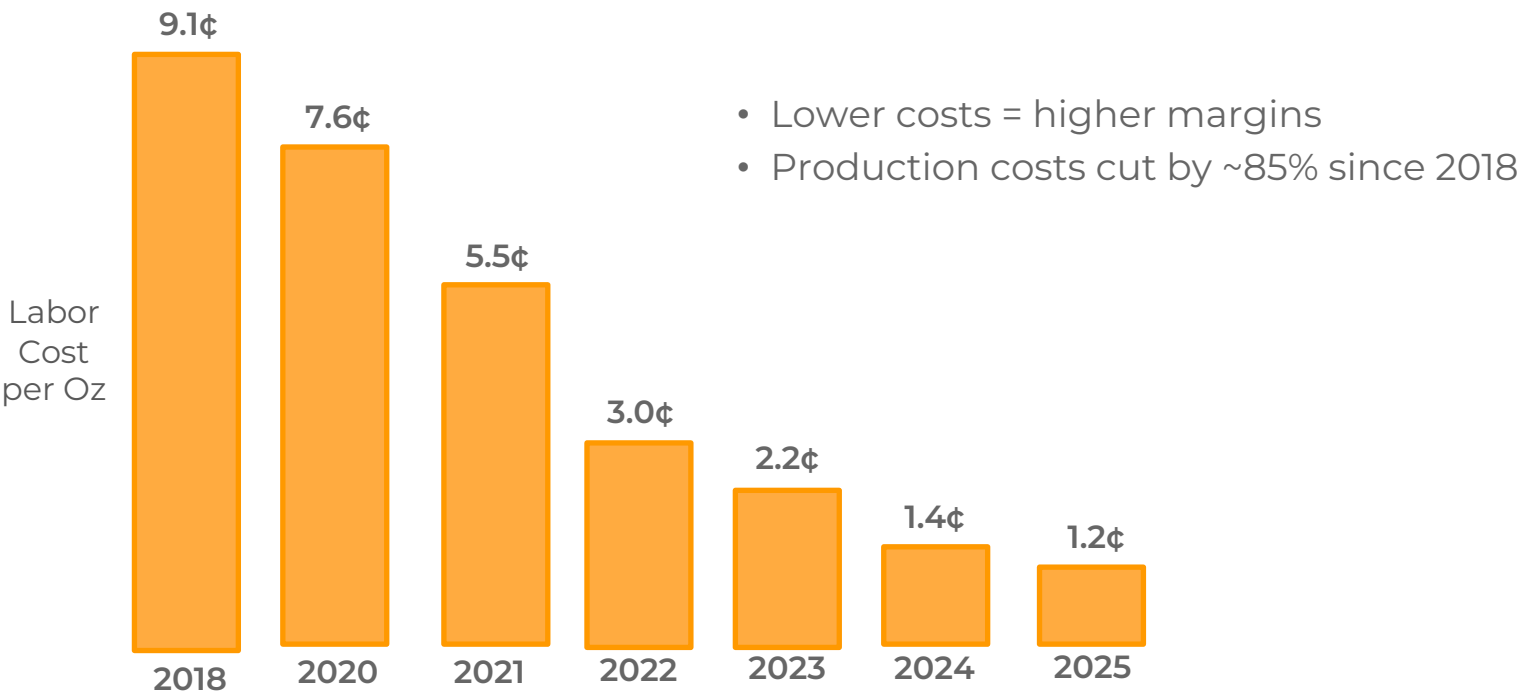
Proven in Texas Today, Untapped Potential Tomorrow

- Currently in a select number of Texas stores with proven strong incremental margins for retailers
- Retailers just realizing the benefits of fresh beverages
- Vast growth potential as we expand across retailer networks



Production capacity is the key challenge for growth

AI and Automation Drive Significant Efficiency Gains



A Different Kind of IPO – We're Profitable!

- Three consecutive years of profitability and growth
- Zero debt
- Cash in the bank + Unused line of credit
- No spending on slotting fees or advertising

\$11.2M

2024 Revenue

\$3.6M

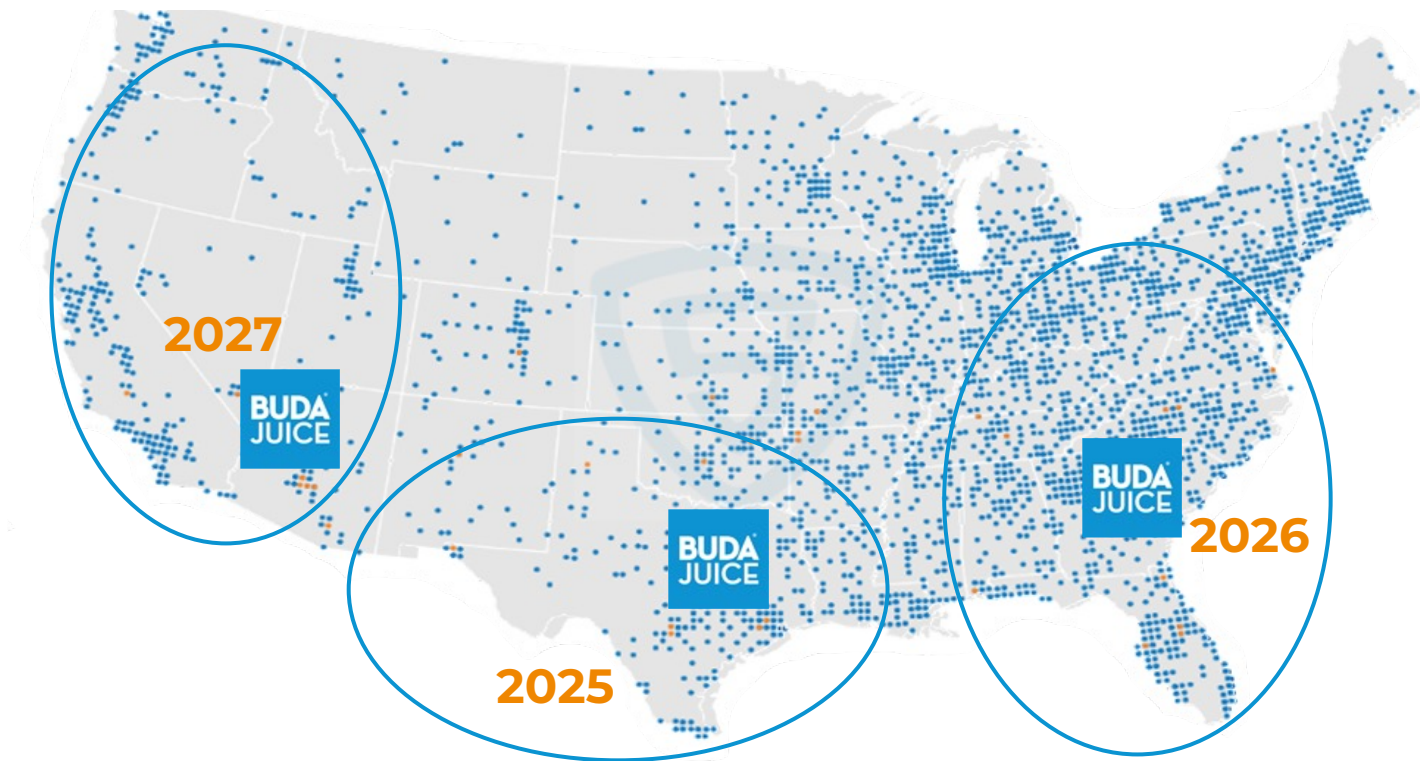
2024 Net Income

115%

2022-2024
Profit CAGR

IPO Unlocks Nationwide Scale and Production Capacity

Following Country Fresh Playbook and Retail Distribution in 15,000+ stores



Tripling Production Capacity over Next Two Years

	Plant Size (sq ft)	Sales Capacity	
2014	500	\$500,000	
2015	11,000	\$4,000,000	
2020	22,000	\$10,000,000	
2025*	38,000	\$55,000,000	Dallas plant expansion
2026*	80,000	\$110,000,000	East Coast plant opens
2027*	120,000	\$165,000,000	West Coast plant opens

*Projected Capacity by end of year

Buda Juice - Officers

Horatio Lonsdale-Hands - Co-Founder, CEO & Director

40+ years in food & beverage, telecom, and hospitality. Co-founded ZuZu (coined “fast casual”), former Executive committee Arby’s. Co-founded AGC.

Bryan Herr - Executive Chairman & Director

Co-founded & former CEO of Country Fresh, scaled to 9 plants serving Walmart, Kroger, Publix; 40+ years in fresh food. Investor and advisor across multiple food businesses.

Clint Bowers - CFO

Ex-VP Finance of Borden Dairy (\$2B). 20+ years in finance, CPA, founder of Smart Business Concepts.

Karina Farquharson - VP Marketing & Data Analytics

20+ years in marketing and analytics (Neiman Marcus, Capital One). Holds IMC master’s from Northwestern; expert in premium retail and consumer insights.

Buda Juice - Board of Directors

Donald Short - Independent Director

Former President & CEO of Minute Maid (Coca-Cola, \$8B division); ex-CEO & President Coca-Cola India, Middle East & Africa. Brings extensive juice and beverage expertise.

Marie Quintana - Independent Director

Former EVP & CMO of Tenet Healthcare; ex-SVP at PepsiCo in multicultural marketing. Nationally recognized Latina executive and experienced board leader.

Doug Burris - Independent Director

CEO of Country Fresh; ex-senior executive at H-E-B. 37+ years in fresh food and grocery retail operations.

Bernard Lucien Nussbaumer - Independent Director

Co-Founder of Buda Juice; 30+ years in media, production, and environmental ventures. Co-Founder of Plan T sustainability nonprofit.

Use of Proceeds To Drive Production Capacity

- \$10M to develop and build production plant in South Carolina (2026) and Arizona (2027)
- \$5M for continuing capex in Dallas plant, in-store marketing and working capital



Buda Juice IPO Summary

- \$20M Offering
 - \$15M Company Proceeds
 - \$5M Selling Shareholder
- Price Range of \$7.50 - \$9.00
- Pre-Money Valuation of \$75M @ \$7.50
- Expected Closing End of October 2025
- Proposed Ticker: BUDA
- Management believes IPO qualifies for Section 1202/QSBS exclusion*

Indications of Interest



*You should consult your own tax, legal and accounting advisors before engaging in any transaction.

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