



WONDERFULLY RAW



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## **Wonderfully Raw Gourmet Delights and Fresca Foods, Inc., Announce Partnership Agreement that Will Accelerate the Brand's Growth**

*Existing teams from both companies will leverage their expertise to expand the distribution and sales of Wonderfully Raw products in the growing, better-for-you snack category*

**LOUISVILLE, Colo., October 19, 2015** – [Wonderfully Raw Gourmet Delights](#) and [Fresca Foods, Inc.](#), today announced a partnership that will allow Wonderfully Raw to satisfy the growing demand for their tasty and nutritious snacks. Wonderfully Raw, founded in Watsonville, Calif., makes organic, gluten-free, vegan snacks that support a healthy way of living, including Coco-Roons Snip-Chips, Brussel-Bytes, and Dipperz. Fresca, based in Boulder County, Colo., is a leading natural food manufacturer and supply chain partner with a 22-year heritage of helping companies grow from startups to category leaders.

The existing Wonderfully Raw leadership and staff will partner with Fresca's operations, marketing and sales teams to expand the brand's production capacity and accelerate its growth. Production of all Wonderfully Raw products will remain in Watsonville. There will be no disruption in production, distribution, or service to existing Wonderfully Raw customers.

This partnership comes at an exciting time for Wonderfully Raw. The brand is experiencing explosive growth both in the U.S. and abroad as consumers are increasingly seeking out snacks made with simple, pure ingredients that deliver great taste and nutrition. The partnership will ensure Wonderfully Raw can meet the growing demand.

"We are so excited to partner with a team that shares our mission to make great food with purpose, and that has the potential to take Wonderfully Raw products to the next level," said Sequoia Cheney, founder of Wonderfully Raw. "Fresca has a proven track record of accelerating mission-driven companies like ours into national, category-leading brands. This win-win partnership will benefit health-conscious consumers and retailers."

Wonderfully Raw and Fresca share a passion and vision for making the highest-quality, best-tasting, nutritious food using only pure and simple ingredients. Both companies have chosen to finance their own growth over the years out of a desire to preserve these values and pursue their own vision for growth.

Wonderfully Raw selected Fresca as a growth partner for several reasons, including:

- **Track Record of Success.** More than 80 percent of Fresca's customers have growth from niche to national brands in less than five years.

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- **Food Quality.** Fresca is a certified [Safe Quality Food](#) Level 2 manufacturer. Fresca will leverage this expertise to deliver the highest-quality Wonderfully Raw products to market.
- **Manufacturing and Warehouse Expansion.** By the end of 2015, Fresca will occupy more than 300,000 square feet of space across its network. With added capacity and state-of-the-art facilities, Fresca is well-positioned to meet the growing demands for Wonderfully Raw products.
- **Bigger Team.** Through this partnership, the team has expanded to include both the existing Wonderfully Raw team and the manufacturing, distribution, sales and marketing teams at Fresca, providing substantial capacity for growth in Wonderfully Raw's business.

"Our partnership with Sequoia and the Wonderfully Raw team is consistent with our goal of making and selling delicious food that nourishes people and preserves our planet," said Liz Myslik, CEO of Fresca Brands Innovation Group and EVP of brand management for Fresca. "By combining the expertise and energy of both our teams, we see unlimited potential for Wonderfully Raw."

#### **About Wonderfully Raw Gourmet Delights**

Founder Sequoia Cheney always had a passion for good food, but that food wasn't always good for her. When she was diagnosed with diabetes, she knew something had to change. With the help of her son, Eric Hara, a renowned New York City chef, Cheney launched Wonderfully Raw based on the passion and belief that products can be delicious and nutritious. Cheney and Hara's combined passion for better food and cooking excellence have helped Wonderfully Raw grow to deliver nutrient-dense and delicious snacks on a national scale.

#### **About Fresca Foods, Inc.**

Fresca Foods, Inc., started as Pasta Fresca in Boulder selling pasta, sauces, and soups to retail customers and wholesale accounts more than 22 years ago. Since 2003, Fresca has transformed from a small frozen foods manufacturer into a paradigm-shifting supply chain partner that helped establish Boulder as the "Silicon Valley of natural foods." Today, the company continues to evolve by not only delivering best in class supply chain and manufacturing to customers, but also expanding as a fully integrated food company by marketing its own food brands through Fresca Brands Innovation Group. Fresca Brands' mission is to inspire people to make better choices by creating delicious food that nourishes people and preserves our planet.

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