

Media Contact:

Rachel Kay Public Relations

Nikole Norin

949-433-9570

SimpleMills@rkpr.net

FOR IMMEDIATE RELEASE

Simple Mills Appoints Sheryl O'Loughlin to Board of Directors

#1 Cookie, Cracker, and Baking Mix Brand in the Natural Channel Taps Industry Veteran to Provide Guidance in Innovation and Sustainability to Scale Company



CHICAGO (Nov. 29, 2022) — [Simple Mills](#), the company on a mission to advance the holistic health of the planet and its people through delicious, better-for-you foods, today announced the addition of CPG industry veteran, Sheryl O'Loughlin, to its Board of Directors. O'Loughlin is an accomplished entrepreneur, CEO, author, and board member bringing extensive experience leading fast-growing, innovative consumer products companies. In her new role, O'Loughlin will provide strategic counsel and guidance to scale the organization, allowing the brand to have greater impact on the holistic health of the planet and its people.

A seasoned leader with more than 30 years of experience scaling CPG companies, O'Loughlin previously served as the CEO of both Clif Bar & Company and REBBL, and Co-Founder and former CEO of Plum Organics. Alongside her outstanding leadership roles, O'Loughlin shares her entrepreneurial skillset with the Simple Mills team as the former Executive Director for the Center of Entrepreneurial Studies at the Stanford Graduate School of Business, author of "Killing It: An Entrepreneur's Guide to Keeping Your Head Without Losing Your Heart" and co-founder of several non-profits including the Women on Boards Project and J.E.D.I Collaborative (Justice, Equity, diversity and Inclusion). She also has experience serving on several other notable CPG brands boards, sitting currently on the boards of PetIQ, Inc. (Nasdaq: PETQ),

Miyoko's Creamery, and S. Martinelli & Co and non-profit One Step Closer to an Organic and Sustainable Community. In this new role, O'Loughlin plans to draw on her expertise to amplify Simple Mills' mission to pioneer the way the world eats by crafting food with purposeful ingredients intentionally selected to help advance the health of both people and planet.

"I am honored to be part of the highly-esteemed Simple Mills Board of Directors, especially on the heels of a successful growth year for the company," said O'Loughlin. "I'm a longtime fan of the brand and particularly appreciate how Simple Mills honors the intersection of people and planetary health by utilizing nutrient-dense ingredients and adopting a unique approach to regenerative agriculture to build healthy soil. It's my passion to assist companies like Simple Mills in scaling their business in a way that aligns with their mission and values, while providing an example to other companies that an ethical business framework aiming to change our food system can be wildly successful. I've dedicated my time and effort to supporting talented leaders like Katlin Smith achieve their goals, and I'm thrilled at the opportunity to support the Simple Mills team on their journey to helping better the world."

O'Loughlin joins Simple Mills Board of Directors alongside other leading experts in the space, including Kevin Mundt, Chairman of the Simple Mills Board of Directors and Managing Director at Vestar Capital Partners; Dan O'Connell, Founder and CEO at Vestar Capital Partners; George Peinado, Founder of GAP Investments; Lew Semones former General Partner at Charlotte Capital Partners; and Amanda Steele, CMO at Agriculture Capital and former Senior Vice President of Marketing at Annie's and Numi Organic Tea.

Simple Mills better-for-you products are sold in more than 28,000 natural and conventional stores across the country. This includes national distribution with top U.S. retailers, including Whole Foods, Sprouts, Target, Walmart and Costco. In the last five years alone, Simple Mills has entered more than 20,000 new stores, increasing its brick-and-mortar availability by more than 300%. Aside from significant retailer growth, the brand also has a strong e-commerce presence both on Amazon and its own website. To learn more about Simple Mills, its commitment to advancing regenerative agriculture through ever-growing product innovations, and to find a retailer near you, please visit www.simplemills.com.

About Simple Mills

Founded in 2012, Simple Mills is a leading provider of better-for-you crackers, cookies, snack bars and baking mixes made with clean, nutrient-dense ingredients and nothing artificial, ever. Celebrating its tenth anniversary this year, the company has disrupted center-aisle grocery categories to become the #1 baking mix brand, #1 cracker brand, #1 cookie brand in the natural channel¹ with distribution in over 28,000 stores nationwide. Its mission is to advance the holistic health of the planet and its people by positively impacting the way food is made. For more information, visit www.simplemills.com.

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