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Simple Mills Debuts Three New Product Innovations, Cheddar Pop Mmms™, Cocoa Pancake & Waffle Mix, and Chocolate Brownie Soft Baked Almond Flour Bars, Illustrating Brand's People and Planet Health Mission at Natural Products Expo West 2023

Leader in Purposeful Snacking Highlights Commitment to People & Planetary Health Through Strategic Initiatives, Including the Launch of the Cocoa Regeneration Awareness Project, National Young Farmers Coalition Policy Partnership, and People & Planet Impact Journal

CHICAGO (Feb. 28, 2023) – [Simple Mills](#), the company on a mission to advance the holistic health of the planet and its people through delicious, better-for-you foods, is sharing a sneak peek and taste of its new product innovations: **Cheddar Pop Mmms**, **Cocoa Pancake & Waffle Mix**, and **Chocolate Brownie Soft Baked Almond Flour Bars**, at Natural Products Expo West 2023 (**Booth #5408**). The #1 cookie, #1 cracker, and #1 baking mix brand in the natural channel¹ is also spotlighting its newest initiatives to advance regenerative agriculture, including its investment in driving awareness of regenerative cocoa farming (**Cocoa Regeneration Awareness Project**), foray into food and agriculture policy through a new partnership with the **National Young Farmers Coalition**, and inaugural sustainability report (**People & Planet Impact Journal**).

“Our commitment to personal and planetary health continues to be at the center of everything we do, with 100% of our product innovations designed to advance regenerative agriculture and a continued pledge to help diversify consumer diets and agriculture through purposeful ingredient selection,” said Simple Mills founder and CEO, Katlin Smith. “This year at Natural Products Expo West, we’re debuting three new products that exemplify that commitment, while also bringing a fresh approach to innovation. We’re also looking forward to highlighting our newest regenerative agriculture partnerships, including our investment in the next generation of farmers advocating for state and national policies to build a more inclusive and resilient food system.”

To pioneer the way the world eats through revolutionary food design, Simple Mills follows three product innovation pathways: 1) design for diverse ingredients, 2) direct trade with farmers, and 3) invest in regional adoption of regenerative agriculture principles, starting with key ingredients and sourcing regions. Simple Mills’ newest launches demonstrate its people and planetary health focused mission.

- **Pop Mmms (launching July 2023)** – These cheddar bite-size, airy snacks satisfy salty snack cravings that the whole family can enjoy by the handful. Made with nutrient-dense ingredients purposefully selected for both people and planetary health impact, Pop Mmms are crafted with wholesome veggies (1/2 a cup of vegetables per serving based on USDA MyPlate cup equivalents), including organic butternut squash and organic red beans. Exemplifying the brand’s pathway for designing for diverse ingredients, butternut squash and red beans play complementary roles in farm ecosystems: butternut squash is a crop with big leaves that can act as armor for the soil, protecting it from forces like direct sunlight, weed competition, and erosion, while red beans are a legume that can help build soil health by adding nutrients to the

soil. Pop Mmms are also made with real organic cheddar cheese, providing the crunch and robust flavors consumers crave for a new kind of light, airy poppable snack.

- **Cocoa Pancake & Waffle Mix (launching May 2023)** – This mix brings an incremental flavor to the category and highlights the brand’s investment in a regenerative agriculture awareness building campaign in their primary cocoa sourcing region of West Africa (more about the Cocoa Regeneration Awareness Project below). Cocoa provides a not-too-sweet yet rich chocolatey flavor, with the added benefit of micro-nutrients such as magnesium and minerals. Smartly sweetened with organic coconut sugar, the mix makes delicious, fluffy pancakes and waffles with no taste compromise in one simple step – just add water.
- **Chocolate Brownie Soft Baked Almond Flour Bars (launching June 2023)** – The Chocolate Brownie Bar is exciting the bar aisle with a delicious dessert-inspired flavor made with cocoa, which comes from colorful trees that thrive within diverse farming systems (more about the Cocoa Regeneration Awareness Project below). With just-right sweetness from organic coconut nectar and molasses, these bars contain whole food heartiness baked into every bite: nuts, seeds (sunflower, flax and chia) and chocolate to create a satisfying blend of textures and flavors.

Simple Mills is introducing its latest regenerative agriculture partnership, the **Cocoa Regeneration Awareness Project**, a three-year partnership with PUR Projet, theater production group ALMA, and cocoa farmers in the brand’s primary cocoa sourcing region of West Africa. The program focuses on building awareness among cocoa farmers around the benefits of diversifying farms with additional tree plantings beyond cacao. Increasing the diversity and abundance of trees in cacao farms is a powerful way for farmers to build ecological resilience and diversify their income streams. Simple Mills is working with PUR Projet and ALMA to produce engaging and accessible theater performances and radio shows to spread awareness and build farmer confidence in the ecological and financial benefits of planting diverse forest farms.

Stepping into the food and agriculture policy space, Simple Mills is supporting a cohort of farmer leaders from the **National Young Farmers Coalition** to become vocal and effective advocates for agriculture policies that enhance racial equity and climate resilience. On March 8, young farmer leaders from across the US will fly to Washington D.C. to meet with Congressmembers to advocate for the young farmer policy agenda in the 2023 Farm Bill, the largest piece of legislation that governs food and agriculture policy in the U.S. By standing with the next generation of farmer leaders in the U.S., Simple Mills is investing in a regenerative and equitable future of farming.

“An estimated 40 percent of U.S. farmland will transition ownership in the next two decades², bringing a critical opportunity for the next generation of farmer leaders to build a more climate resilient and equitable agriculture system in the US,” said Christina Skonberg, Director of Sustainability & Mission. With over 80% of young farmers identifying conservation and regeneration as a primary purpose of their farm, and nearly 30% elevating anti-racism work as a core pillar of their operations³, investing in the success of young farmers is one of the most important things we can do to build a more ecologically and socially resilient food system. Policy is a powerful lever for food system change, and we are proud to play a role in helping young farmers advocate for more equitable and climate smart legislation at the state and federal levels.”

Simple Mills is also launching its inaugural **People & Planet Impact Journal**, a comprehensive resource that showcases the brand’s mission to advance the holistic health of the planet and its people. The journal includes details on initiatives spanning the brand’s innovation framework, approach to selecting

powerhouse ingredients that help diversify consumer diets and agriculture, regenerative agriculture farmer engagement programs for key ingredients like organic coconut sugar and almonds, and more. The journal is designed to be accessible to diverse audiences including consumers, NGOs, food industry professionals, farmers, and other stakeholders.

Simple Mills crackers, cookies, bars and baking mixes 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, alongside a strong e-commerce presence both on Amazon and SimpleMills.com.

To learn more about Simple Mills, its commitment to advancing regenerative agriculture through innovations and strategic partnerships/initiatives, 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. As a winner of *Fast Company's* Brands That Matter for 2022, 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.

1. *SPINS Data, \$ Sales, Latest 52 Weeks Ending 12/31/22*
2. *American Farmland Trust*
3. *National Young Farmers Coalition 2022 Survey*

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