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FOR IMMEDIATE RELEASE

Simple Mills Reports Significant Post-Pandemic Growth, Doubling Retail Sales Since 2019

#1 Cookie, Cracker, and Baking Mix Brand in the Natural Channel Experiences Landmark Success Fueled by Mission-Based Consumer Appeal

CHICAGO (Oct. 18, 2022) – [Simple Mills](https://www.simplemills.com), the company on a mission to advance the holistic health of the planet and its people through delicious, better-for-you foods, today announced it experienced its most momentous growth in company history from 2019 to 2022. Simple Mills more than doubled retail sales during this timeframe. The brand was originally founded to help make clean, nutrient-dense foods easy and accessible, but evolved its mission in 2021 to include planetary health as an equally critical component, making a promise that all future innovation will advance regenerative agriculture.

“I started Simple Mills in 2012 with a brazen vision of helping people feel better through purposeful, nutrient-dense food that easily fit into their lives and didn’t ask them to sacrifice flavor for health,” said Simple Mills founder and CEO, Katlin Smith. “But as the business grew, I realized human health can’t truly exist without considering the health of our planet. I became interested in regenerative agriculture and how we can use food as a force for both human *and* planetary health. We took a significant leap in evolving our mission and making a commitment that 100% of product innovation moving forward will help advance regenerative farming principles – but what’s most exciting is how consumers and retailers are responding. We’re experiencing growth and recognition unlike anything we’ve seen since our founding and are excited to continue amplifying our people and planet-forward mission in 2023 and beyond.”

As consumers increasingly recognize the impact their food choices have on their own health as well as that of the planet, Simple Mills has become a staple in millions of American households. To pioneer the way the world eats through revolutionary food design, Simple Mills created three product innovation pathways: 1) design for diverse ingredients, 2) direct trade with farmers, and 3) invest in regional adoption of regenerative agriculture principles for key ingredients. One hundred percent of its product innovation now advances regenerative agriculture through at least one of these pathways. The brand’s evolved mission and commitment to personal and planetary health is evident in new product launches, including new Nut Butter Stuffed Sandwich Cookies, smartly sweetened with organic coconut sugar from perennial trees thrive that within agroforestry systems and Organic All Purpose Baking Mix, which features a diverse, nutrient-dense mix of chestnut, almond, buckwheat, and flax flours.

The company is also strengthening its work with farmers and suppliers to provide greater transparency to on-farm practices through a new **Regenerative Agriculture Engagement Tool**. This proprietary



interactive platform gathers farm-level data from suppliers about specific practices used by farmers throughout the supply chain. It also helps visualize trends across regions and crops, while serving as a farmer-forward resource by prompting reflection on ways growers are already implementing regenerative principles on their land and highlighting opportunities to expand their approach in the future.

“Our commitment to a product design framework that connects our regenerative agriculture initiatives to our innovation pipeline is at the heart of our vision,” said Christina Skonberg, Director of Sustainability & Mission. “The three innovation pathways guide our product development process, and our programming allows us to gain visibility to the farm-level practices and associated impacts to our value chains, which is critically important for creating products that are better for consumers and the planet. We’re especially excited about our improved Regenerative Agriculture Engagement Tool, as it’s an incredible way to gain insight and visibility into ingredients throughout our supply chain, identify partnership opportunities to scale regenerative principles, and serve as a resource to farmers and suppliers who are interested in deepening their commitment to the health of the land.”

To support its robust innovation pipeline, Simple Mills recently opened a new innovation hub, called Sunworks, in Mill Valley, Calif. The space sits in a geographical epicenter for innovation and disruptive design, and serves as a new destination for creativity. It houses the Innovation, R&D, and Sustainability teams alongside Smith. Many of the brand’s farm partners and agricultural thought partners are also located in California, giving the team opportunities to learn from leaders in the agricultural movement on a regular basis while also providing a place to host farmers, media, and industry events. In addition to the Sunworks office, Simple Mills has seen powerful growth across its workforce, with 100% growth between 2020 and 2022, reaching nearly 100 employees. With 62% of employees having been hired since the start of COVID-19, the brand has fostered an inclusive hybrid work environment with employees spanning 17 additional states across the country.

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 Walmart, Target, Kroger, 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 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.



1. *SPINS Data, \$ Sales, Latest 52 Weeks Ending 9/4/22*

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