

EVOLVE



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WHAT WE'RE MADE OF

EVOLVE Brands is made of natural resolve, ridiculous passion and nutrient-dense ingredients. Our portfolio includes Gorilly Goods and Supernola – two brands that are out to create a better world through mindful snacking.



RAW AMBITION

Launched by Stephen and Chris McDiarmid in 2012 and acquired by EVOLVE Brands in 2018, Gorilly Goods wants to change the way you snack. That's why our naturally craveable creations are made of organic ingredients – always raw, never cooked. Sold at over 1,300 regional and independent retailers across the country, our six always satisfying, on-the-go snacks use non-GMO vegan ingredients like fruit, nuts, seeds and greens.

We're changing snacking – for the good of nature.



NATURAL PASSION

A better world starts with better food and the best ingredients. That was Cindy Poiesz's idea when she founded Supernola in 2015. Supernola is a simple, yet complex superfood snack that's Certified Paleo. Available in four incredibly natural, distinct flavors, each Supernola snack is made from at least 15 super ingredients. Yes, food can be good for you and absolutely delicious. Go ahead, have it all – one amazing bite at a time.

Outstandingly good for you and absolutely delicious too.

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"If mankind wishes to evolve, we must learn from our past mistakes"

THE EVOLUTION OF SNACKING

1930'S: CHEAP

Twinkies, Wonder Bread — driven by the Great Depression. Americans needed as many calories for as cheap as possible.

1980'S: INDULGENT

Twix Bars, Ben & Jerry's — and all things indulgent in America.

2010: BETTER-FOR-YOU

As the obesity epidemic began to worsen dramatically, and the consumer began to use technology to educate themselves, the better-for-you trend gained massive traction, marked by snacks like healthier popcorn, veggie straws and more.

TODAY: MINDFUL

Consumers are educating themselves now more than ever, and putting focus on convenience and the impact of both health and the earth, food as medicine, transparency and sustainability.

EXECUTIVES

FRANK JIMENEZ AND CINDY POIESZ

FRANK JIMENEZ

Frank knows snacking. With more than 18 years in Consumer Packaged Goods (CPG), most of it spent at the Hershey Company, he's learned a thing or two about developing strategies that drive measurable growth in retail categories. In his role as Senior Director of Retail Evolution at Hershey, Frank was pivotal in moving the iconic confectioner's transition from old-line candy maker, to 21st century snacking power. He helped to make Hershey relevant to the way people eat today.

In consulting positions, Frank brought strategic vision to companies in need of invigorating and re-invigorating their brands, from consumer-goods makers to traditional retailers. His ability to recognize how changing consumer shopping habits have impacted retail has allowed him to develop far-reaching solutions that have breathed new life back into bricks-and-mortar. Frank's tactical background includes center-store transformation, total-category reinvention, front-end optimization, transformative digital experiences and other services that elevate the CPG/retail relationship and provide significant revenue gains.

CINDY POIESZ

Cindy's background is corporate investment banking in the energy industry, but her true passions are health, wellness, and delicious food. She applied her analytical and research skills to the food industry, which help produce out-of-the-box innovation and creativity. Cindy created Supernola for her own health benefits while still working in finance, and soon realized that her analytical and financial skills could be successfully married with her passions. Cindy's strengths lie not only in financial analysis, corporate finance and mergers/acquisitions, but also in analyzing and developing food for both a health and appetite appeal. Her unique approach has led to the creation of innovative snack products that consumers increasingly desire, and a creative innovation pipeline for EVOLVE brands.

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WHAT IS MINDFUL SNACKING?

It's nutrient dense. It's high-quality organic ingredients like nuts, fruit, greens and seeds. It's clean energy, anytime, anywhere. It's absolutely delicious – every bite, every time – making you want more of the good stuff, less of the bad.

MISSION

Create a better world through better food.

PHILOSOPHY

At EVOLVE Brands, we believe in sharing food that is nutrient-dense, delicious and at-your- fingertips handy. We believe in delivering mindful snacking to an ever-enlightened world. We believe we provide more than snacks — we also support health, truth, nutrition, flavor and convenience. We believe snacks should fuel life, whether on a long hike or a long day at the office. We believe mindful snacking is the next evolution in snacking, and we are the market leaders.

MEDIA CONTACTS

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OUR STANDARDS

ORGANIC

We only use Certified Organic ingredients in our products.

GLUTEN FREE

Our naturally gluten-free ingredients mean those with gluten intolerances or Celiac disease can enjoy our snacks.

LOW GLYCEMIC

Our organic ingredients are naturally low on the glycemic index with no artificial sweeteners, no added chemicals.

NON-GMO

Everything on our ingredient label comes from the Earth and was never modified in laboratories.

PLANT-BASED

No animals or animal byproducts are used to make any of our snacks.

NOTHING REFINED

It's back to basics: you'll find no artificial or refined ingredients on our products.

NUTRIENT DENSE

The nuts, herbs and fruit used to make our snacks are packed with nutrients to naturally fuel your body.

SUPERFOODS

Maqui Berries, Red Maca (adaptogen), Turmeric, Ginger, Brazil Nuts, Hemp Seeds, Chia Seeds, Virgin Coconut Oil

THE GOODS ON GORILLY GOODS

Jungle | Hillside | Forest | Trail | Baja | Coast

THE SUPERSTARS OF SUPERNOLA

Dragonfruit Lemon Zest | Pineapple Ginger Fusion |
Signature Spiced Goji | Triple Berry Vanilla