



**CATEGORY DISRUPTER CAULIPOWER® LAUNCHES SIX NEW FLAVORFUL PRODUCTS
Unveils First-Ever Flavored Riced Cauliflower with Latest Meal Hack and Announces Three
New Pizza Varieties**

Los Angeles, March 4, 2020 – CAULIPOWER®, makers of America's #1 better-for-you pizza, announces its latest meal hack: CAULIPOWER® riced cauliflower in three never-been-done flavors and innovative packaging.

Depending on the flavor, CAULIPOWER® riced cauliflower contains 35-60 calories and only 3-5 grams of net carbohydrates per serving. The product is vegan and keto-certified, low in total and saturated fat, and an excellent source of Vitamin C. The product comes frozen in a category-busting new form factor: a microwavable cup that is convenient, reusable, recyclable and dishwasher-safe.

- **Baja Style:** Packed with corn, black beans and red spices
- **Curried:** Curry with a subtle little kick of turmeric and green herbs
- **Sesame Citrus:** A citrusy taste with red pepper, edamame and onion

In addition, by popular demand CAULIPOWER® is expanding its line of America's #1 better-for-you pizzas to include three new and delicious, popular flavors:

- **Buffalo-Style Chicken:** All-natural chicken with a zesty buffalo sauce, mozzarella cheese and red onion
- **Sriracha and Veggies:** A spicy sriracha sauce topped with mozzarella, red bell peppers, black beans and green onions
- **Italian Sausage and Kale:** All-natural uncured spicy Italian sausage with mozzarella cheese and kale

“We said we wouldn’t do riced cauliflower unless it was truly differentiated. We’ve hacked a meal hack by making a real meal out of riced cauliflower,” said Gail Becker, Founder and CEO of CAULIPOWER®.

“The packaging is portable and microwaveable, perfect for a healthy heat-and-eat at home snack, a healthy side for dinner or a grab-and-go lunch.”

The brand has entered four new grocery categories in less than fifteen months: bread replacement Sweet PotaTOASTS, better-for-you cauliflower tortillas, chicken tenders with a coating packed with cauliflower and other gluten-free ingredients, and now CAULIPOWER® riced cauliflower. “I am proud of the speed of our innovation. Announcing six new products today brings us to a total of twenty different SKUs across five unique categories, and we are just three years old,” continued Becker.

CAULIPOWER® riced cauliflower will be available in **Sprouts** and **Amazon** in April and **FreshDirect** in May, with thousands of retailers following nationwide from June. The new pizza SKUs will be available at thousands of retailers in the spring, including **Sprouts** and **Meijer**.



About CAULIPOWER

CAULIPOWER® is on a mission to reinvent your favorite foods, one healthy meal hack at a time. CAULIPOWER®'s first meal hack, cauliflower-crust pizza, created a white-hot category in 2017. Today CAULIPOWER® is the #1 better-for-you pizza, #1 cauliflower crust pizza, #1 gluten-free pizza, and fastest-growing frozen pizza brand in the U.S. Founder, CEO, and mother of two sons with Celiac Disease, Gail Becker, set out to revolutionize the frozen food aisle and left a global executive position to launch the company in 2016. Today it remains her mission to eliminate the need for consumers to choose between taste, convenience, and health. CAULIPOWER® is brought to you by Vegolutionary Foods, a company of "never-been-dones," inspired by what people want.

Every CAULIPOWER® purchase benefits OneSun, a program installing edible teaching gardens in underserved public schools. Find CAULIPOWER® in one of over 25,000 retailers and 5,000 restaurants across the U.S. and Canada. Get recipe inspiration at eatCAULIPOWER.com or join the @CAULIPOWER community on social media.

Media Contact

Julianna Bilton

Edelman

Julianna.Bilton@edelman.com

(212) 642-7762