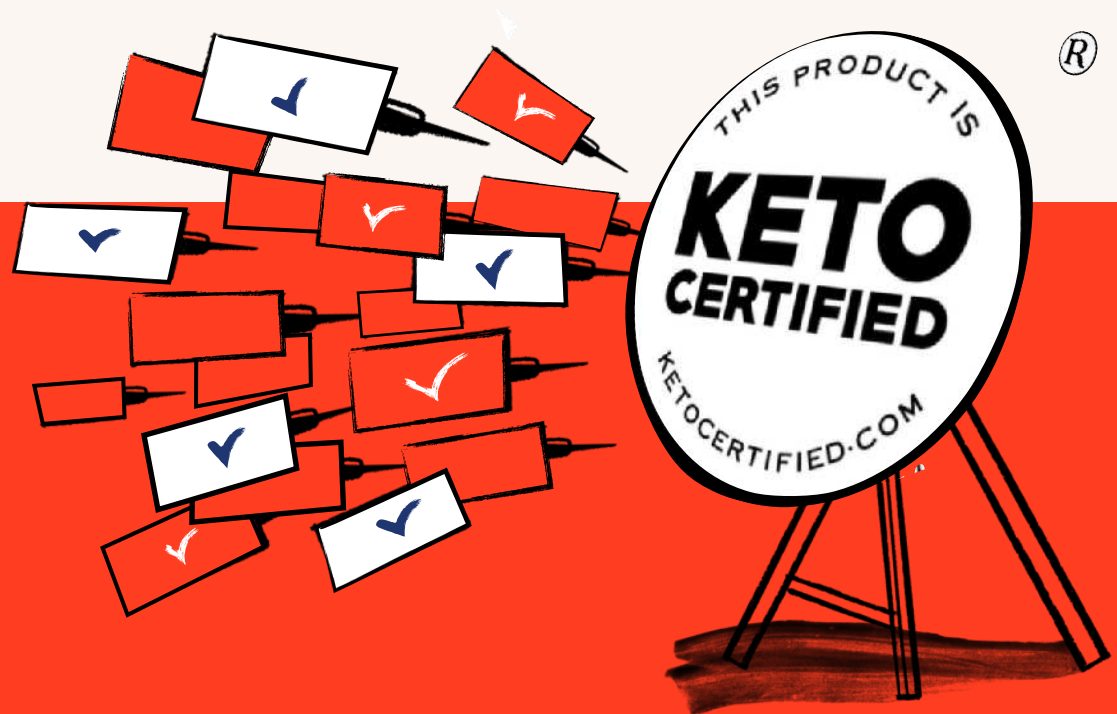


Paleo Foundation

The Leader in Paleo, Keto, and Grain-Free Certification



About.

The story of the Paleo Foundation begins in 2009 after the founder—who was gravely ill with complications from a number of diseases including Celiac Disease and Schizophrenia— was escorted out of a grocery store by security after a fight she had with an employee over mislabeled products.

She was so frustrated trying to find convenient and accurately-labeled products that she started The Paleo Foundation with a mission to help make the restrictive diets easier for people who needed to follow the diet.

That same mission to improve the sustainability and convenience of restrictive diets is what still guides the organization, 11 years later.

ABOUT



What we do.

- We are a third-party certification organization
- We write standards for Paleo, Keto, and Grain Free Diets
- We audit brands to ensure that they comply with standards
- We provide licenses to use trademarked logos. Success!
- We showcase our brands online and on social media
- We certify Paleo, Keto, and Grain-Free CPG brands

ABOUT



A few of our certified brands.

Go ahead and zoom in a bit.



Other Certified Brands

- General Mills
- El Pollo Loco
- Glanbia
- Hain Celestial
- Kellogg's
- Kraft-Heinz
- Primal Kitchen
- Garden of Life
- McCormick
- Crown Prince
- Nestle
- Halo Top
- Dole
- Mondelēz

Why Keto Certification?

- **Certified products vs keto-positioned** products expect a 285% difference in sales increase over the course of a year according to SPINS.com data
- **We help you communicate** in lightning speed that your products have met the tenets of the Keto Diet
- **We help you differentiate** your products against competitors
- **We help build trust:** Price Waterhouse Coopers states that “certification marks have the greatest impact on consumer trust levels and confidence, period.”
- **We reduce decision friction** via social proof heuristics that leads to less point-of-purchase scrutiny and increased sales.
- **We are not new kids on the block** and were the first to offer Paleo, Keto, and Grain-free certification worldwide, and have been certifying brands for over 10 years.
- **We are the worldwide leaders** in Keto Certification and work with several Fortune 500 brands.

Cost

- The cost of Keto certification is set up on a tier-based system, so total cost depends on your company's annual revenues, the number of years you want to be certified, and the certifications programs you sign up for.
- We offer a 10% discount for licenses that are for 2 years, and 20% for 3 years.
- The total licensing cost also covers you throughout the licensing period for:
 - Audits of additional products and line extensions
 - Audits of new suppliers and ingredients
 - Monitoring multiple brand territories by a dedicated Licensing Enforcement Team
 - Updating brand pages with new product information.

Licensing Options

Licensing fees are assessed by companies' gross annual revenues.

3-year Licensing Options are offered at a 20% discount, or a 2-year Licensing Option at a 10% discount. Bundling of the certifications increases the savings.

The following Licensing Fees are for the Paleo, Keto, and Grain-Free program.

20% Off with 3 Year Licensing

Fee Band	Annual Revenues	Licensing Fee
I	Up to \$100,000	\$7,200
II	Up to \$500,000	\$9,600
III	Up to \$1,000,000	\$12,000
IV	Up to \$5,000,000	\$14,400
V	Up to \$10,000,000	\$16,800
VI	More than \$10,000,000	\$19,200
VII	More than \$20,000,000	\$21,600
VIII	More than \$50,000,000	\$24,000
IX	More than \$75,000,000	\$36,000
X	More than \$100,000,000	\$48,000
XI	More than \$200,000,000	\$60,000
XII	More than \$500,000,000	\$72,000
XIII	More than \$750,000,000	\$84,000
XIV	More than \$1 Billion	\$96,000

10% Off with 2 Year Licensing

Fee Band	Annual Revenues	2- Year Licensing Fee
I	Up to \$100,000	\$5,400
II	Up to \$500,000	\$7,200
III	Up to \$1,000,000	\$9,000
IV	Up to \$5,000,000	\$10,800
V	Up to \$10,000,000	\$12,600
VI	More than \$10,000,000	\$14,400
VII	More than \$20,000,000	\$16,200
VIII	More than \$50,000,000	\$18,000
IX	More than \$75,000,000	\$27,000
X	More than \$100,000,000	\$36,000
XI	More than \$200,000,000	\$45,000
XII	More than \$500,000,000	\$54,000
XIII	More than \$750,000,000	\$63,000
XIV	More than \$1 Billion	\$72,000

1 Year Licensing Option

Fee Band	Annual Revenues	Licensing Fee
I	Up to \$100,000	\$3,000
II	Up to \$500,000	\$4,000
III	Up to \$1,000,000	\$5,000
IV	Up to \$5,000,000	\$6,000
V	Up to \$10,000,000	\$7,000
VI	More than \$10,000,000	\$8,000
VII	More than \$20,000,000	\$9,000
VIII	More than \$50,000,000	\$10,000
IX	More than \$75,000,000	\$15,000
X	More than \$100,000,000	\$20,000
XI	More than \$200,000,000	\$25,000
XII	More than \$500,000,000	\$30,000
XIII	More than \$750,000,000	\$35,000
XIV	More than \$1 Billion	\$40,000

Quick Recap:

- Keto Certification boosts trust signaling to consumers, reduces decision-friction, and strengthens a brands keto claims.
- The Paleo Foundation offers year-round support to certified brands.
- The Paleo Foundation is the worldwide leader in Keto Certification.

Let's Do This.

Join hundreds of other brands today and start seeing what Keto Certification from The Paleo Foundation can do for you.



[PALEOFFOUNDATION.COM](https://paleofoundation.com)