

REVOLUTION FOODS LAUNCHES *IN A CUP*, MAKING FRESH NOODLES AVAILABLE FOR THE FIRST TIME IN A HEALTHY, CLEAN LABEL, ON-THE-GO PRODUCT

In a Cup Extends Company's Mission to Provide Families with Access to Healthy Meals



Oakland, CA – July 19, 2016 – Today [Revolution Foods](#), a leader in high-quality, accessible food for families across America, announced the launch of *In a Cup!*™, the first healthy, convenient, kid-friendly, noodle-based meal available in the refrigerated lunchbox section. *In a Cup* extends the company's growing line of healthy, affordable, on-the-go meals and snacks, and for the first time makes noodles available in a delicious, convenient, clean label product that can be taken to school or eaten on the go.

Founded by two moms on a mission to create the next generation of healthy eaters, Revolution Foods is uniquely positioned to understand what kids want – it is the only K-12 school meals provider serving fresh, all natural meals to students across the country, that also has a line of healthy meal solutions available in grocery. The company created *In a Cup* with custom recipes based on the insights gleaned from serving 1.5 million school meals to across the country each week.

"Kids love noodles - they are consistently in the most popular meals across our school menus - but we realized there was a void in the category when it came to convenient on-the-go options," said Kristin Groos Richmond, CEO and co-founder of Revolution Foods. "In a Cup was hand-crafted by our chefs to give families a nutritious, delicious, clean label noodle meal that they can easily pack for lunch and feel good about."

Available across more than 400 Target stores as well as in Safeway, Albertsons and HEB starting in August, *In a Cup* offers:

- **Kid Favorite Flavors:** *In a Cup* is available in three delicious flavors – Spaghetti Marinara, Sesame Noodles and Thai-Style Satay Rice Noodles (gluten free and peanut free) – ensuring there's something for everyone.
- **Ultimate Convenience:** Designed to be enjoyed on-the-go, *In a Cup* does not require added water and can be enjoyed hot or cold. It even comes with a spork, making it easy to eat anytime, anywhere. For those who prefer noodles warmed, the cup is BPA free and microwave-safe.
- **Nutritional Value:** *In a Cup* includes real vegetables, offers 8 to 10 grams of protein per serving, and 12 to 20 percent of daily fiber values.
- **Clean Ingredients:** No artificial colors, flavors or sweeteners.

As with all Revolution Foods products, one percent of retail sales will be donated back to schools through the company's "Feeding Good Fund" which provides grants to schools who need equipment to serve freshly prepared meals to their students.

"Three years ago we created our retail product line in response to feedback from parents and teachers about the need for healthy, convenient meals and snacks that could keep students and families nourished throughout the day," said Kirsten Saenz Tobey, co-founder and chief impact officer at Revolution Foods. "We are deeply committed to finding innovative ways to satisfy the growing demand for healthy meal solutions. *In a Cup* is disrupting a tired category and is a step forward in our goal of fueling today's families with the nutrition they need to excel tomorrow."

For more information about Revolution Foods please visit: www.revolutionfoods.com.

About Revolution Foods

Founded in 2006 by two moms on a mission to transform the way America eats, Revolution Foods set out to solve the problem of limited access to healthy meals. The company's innovative approach began with serving freshly prepared, healthy meals to students in schools nationwide, and the company is now serving over 1.5 million school meals every week in 15 states. Parent and kid demand for Revolution Foods products inspired the company to expand to the grocery store aisles and the company now offers a full line of healthy, ready-to-eat, on-the-go meals and snacks to nourish families throughout the day. Revolution Foods meals and snacks can be found in more than 4,000 grocery stores nationwide, including Whole Foods, Safeway, Sprouts, Walmart, VONS and Raley's. Revolution Foods believes in bringing things full circle – 1 percent of retail sales are donated back to schools through the company's 'Feeding Good Fund' which provides grants to schools who need equipment to serve freshly prepared meals to their students. Revolution Foods was listed in 2015 among Fast Company's 50 Most Innovative Companies.

Contact:

Casey Walters

casey@craftedcom.com

9498878205

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