

REVOLUTION FOODS SHAKES UP THE GROCERY AISLES WITH HEALTHY MEAL KITS

LEADER IN HEALTHY SCHOOL FOOD DRIVES INNOVATION WITH CONVENIENT, MEAL SOLUTIONS FOR BUSY FAMILIES



Oakland, CA – November 15, 2016 – Revolution Foods, the leading provider of healthy school meals across America, is bringing an innovative approach to the grocery aisle to help busy families prepare better-for-you, delicious meals at home in minutes. Launched today, Dinner Hero and Breakfast Hero are speed scratch meal solutions enabling parents to prepare and serve hot, chef-crafted meals for breakfast and dinner without sacrificing nutrition.

“As busy working moms ourselves, we understand the challenges that busy parents face every day, especially when it comes to meal preparation. We are solving parents’ desire to prepare a home cooked meal within 30 minutes with our culinary-inspired speed scratch solutions,” said Kirsten Saenz Tobey, chief impact officer and co-founder of Revolution Foods. “Our new Dinner Hero and Breakfast Hero lines are a healthy alternative to current offerings that require consumers to tradeoff quality or nutrition for convenience. We simplify meal preparation and enable faster cooking to make parents heroes and help them prepare a home cooked meal, even when they are short on time.”

Dinner Hero is a delicious and healthy meal kit that includes whole grains, custom spice blends, and sauces with easy to follow recipes – just add protein for a complete meal in 30 minutes. The unique, cookbook style packaging enhances the experience of cooking for busy parents. Dinner Hero has 42-49 grams of whole grains per serving (brown rice and quinoa blend or brown rice and bamboo rice) with no artificial colors or flavors. The chef-created flavors include: Coconut Curry, Sesame Garlic, Smoky Tomato Sausage and Fiesta Taco.

Breakfast Hero is a “no mix, no mess” thaw-and-pour pancake batter that requires no added water or mixing and is the simplest way to serve a hot, hearty and satisfying breakfast. It is the only pancake product with whole milk as the first ingredient, and is also made with real eggs. Multigrain and Chocolate Multigrain has 12-14 grams of whole grains and all flavors provide six grams of protein per serving, and contains no artificial colors or flavors. A convenient way to make a hot breakfast, the easy pour and re-closeable spout leaves no messy clean up, and once thawed it lasts for 10 days and makes 15 pancakes. The family-friendly flavors include: Original, Multigrain and Chocolate Multigrain.

With Breakfast Hero and Dinner Hero, Revolution Foods now offers a full portfolio of meal solutions to nourish families through the day. 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.

For more information, 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 2 million school meals every week in 14 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 across breakfast, lunch and dinner. Revolution Foods meals and snacks can be found in more than 4,000 grocery stores nationwide, including Safeway, Target, Whole Foods, Acme, Harris Teeter, Shaw's and Hannaford as well as Amazon.com. Revolution Foods believes in bringing things full circle – one percent of retail sales are donated 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.

#