

[Subscribe](#)[Past Issues](#)

Natural products news & events from the Rocky Mountain region.

[View this email in your browser](#)



October 2018

[News](#) | [Naturally Boulder Events](#)
[Community Announcements](#) | [Community Events](#)

Hope Foods Raises \$2 Million in Equity Offering

BIGR invests in Hope Foods for second time

Louisville-based Hope Foods closed on \$2 million in capital. Boulder Investment Group Reprise (BIGR) made its second investment in Hope Foods expanding opportunities for Hope's refrigerated dips and spreads.



[LEARN MORE](#)

Weller Launches CBD-Infused Snacks

[Subscribe](#)[Past Issues](#)

Boulder-based Weller launched its first product line: CBD Coconut Bites, available in Dark Chocolate, Caramel and Original. Founded by natural food industry veterans, Matt Oscamou, founder and CEO of Frontier Snacks, and John Simmons, founder and CEO of Third Street Chai, Weller is on a mission to bring products to the market that will change the way consumers can access the power of CBD through functional foods.

[LEARN MORE](#)

Evo Hemp Partners with Honeydrop Lemonade

Cold pressed CBD lemonades debut in early 2019

Boulder-based Evo Hemp partnered with Brooklyn-based Honeydrop Beverages to launch a line of Honeydrop Cold-Pressed CBD Lemonades. Made with 20mg of premium U.S. grown CBD sourced by Evo Hemp and a teaspoon of raw U.S. honey, the new CBD lemonades will be offered in three flavors: REVIVE (Matcha), RELAX (Lemon) and REHAB (Turmeric).

[LEARN MORE](#)

Blue Moose Launches Two Organic Hummus Snack Lines

[Subscribe](#)
[Past Issues](#)

New product lines come in three SKUs

Boulder-based Blue Moose launched two new snack sizes: Organic On The Go Hummus Snack Pack and Organic Moose Minis 100 Calorie Single Serve Cups. Both products, available in three flavors - Original, Roasted Red Pepper and Lemon Turmeric - are USDA Organic Certified, Non-GMO Project Verified, Certified Gluten-Free, vegan and contain no preservatives.


[LEARN MORE](#)

Rasa Launches New Products

Adaptogenic coffee and brewed cacao bring adaptogens to a wider market

Boulder-based Rasa launched a Cacao and Dirty Rasa, blending their signature adaptogenic coffee alternative with criollo cacao and women-picked coffee. Rasa sources organic, fair trade cacao and coffee, packed in 100% compostable bags.


[LEARN MORE](#)

Rowdy Mermaid Kombucha Expands Footprint to Two New States

Company also hires Director of Manufacturing

[Subscribe](#)[Past Issues](#)

Boulder-based Rowdy Mermaid Kombucha expanded sales into California and Texas, bringing the total number states carrying the beverage to 14. The company also hired Charles Condon, formerly the specialty beer brewer at Upslope Brewery, to be Director of Manufacturing.

[LEARN MORE](#)

Cusa Tea is Headed to ISPO in Munich

Colorado Office of Economic Development and International Trade sponsor the opportunity

The Colorado Office of Economic Development and International Trade (OEDIT) is sending a small group of companies, including Boulder-based Cusa Tea, to the Internationale Fachmesse für Sportartikel und Sportmode, or ISPO, in Munich, Germany. The OEDIT's support will enable Cusa Tea to connect with foreign buyers and increase its presence in the European market.

[LEARN MORE](#)

Charlotte's Web Names New Executive

Company plans for new CEO

Boulder-based Charlotte's Web named Eugenio Mendez to the newly formed role of



CHARLOTTE'S WEB[®]
STANLEY BROTHERS

[Subscribe](#)[Past Issues](#)

development, marketing and sales functions. Mendez previously served as vice president, global marketing of water, enhanced water and sport drinks for Coca-Cola. A CEO transition is planned in 2019 to support the company's continued evolution from a pioneering local market participant to the national category leader it is today.

[LEARN MORE](#)

Makeena Named to List of Colorado Startup Power Ranked Companies

Power Rankings are intended to help investors identify investment opportunities

Boulder-based Makeena was recognized by The Indus Entrepreneurs (TiE) Denver as part of the inaugural group of 50 Colorado Startup Power Ranked Companies. TiE Denver assessed and ranked companies by employing metrics used by venture capitalists to create the Colorado Startup Power Rankings. The rankings are intended to help investors have a quick point of reference when sourcing investment opportunities.

[LEARN MORE](#)

Acme Distribution is Rebranding in 2019

Rebrand reflects company evolution

[Subscribe](#)[Past Issues](#)

other value added amenities, announced a major rebranding in 2019. The rebrand reflects the company's evolution into a dynamic supply chain provider. Acme Distribution provides services in Seattle, WA, Denver, CO and Harrisburg, PA.

[LEARN MORE](#)[SEND US YOUR NEWS](#)

EVENTS

Naturally
BOULDER

Networking Night: Meet the Naturally Boulder Board of Directors

January 14, 5:30-7:30 PM

@ Alfalfa's Community Room (1645 Broadway)

Naturally Boulder is kicking off the new year with an open house at our new office space in Alfalfa's Co-working & Community Room. This is a great chance to meet the Naturally Boulder Board of Directors and reconnect with the

[Subscribe](#)[Past Issues](#)[board of directors](#)[LEARN MORE](#)[REGISTER](#)

Education Event: Winning on Amazon

January 24, 6:00-8:00 PM

@ Alfalfa's Community Room (1645 Broadway)

E-commerce has been described as the new frontier and the future of retail. How brands are selling, innovating and winning on Amazon greatly defines their success. With over 50% of product searches originating on Amazon, building search relevancy is critical to your success on the platform. At this education event we'll focus on how advertising contributes to the growth of product awareness and sales on Amazon. Our panel of experts and natural product marketers will share proven strategies for growth, and answer your questions!

January's Education Event is in collaboration with NatchCom.



LEARN FROM THE EXPERTS

[Subscribe](#)[Past Issues](#)**Jen Krupey - CEO,**

NatchCom (Moderator)

Sam Hager - President, Dash Amazon**Denise Day** - Director of Marketing, Good Day Chocolate[LEARN MORE](#)[REGISTER](#)

Morning Mingle: Networking as Brand Building

January 30, 7:45-8:45**@ Alfalfa's Cafe (1651 Broadway)**

How you present yourself at a networking event says a lot about you... and about your company. This simple fact is often overlooked once an event kicks off, much to the detriment of the brand you may be representing. How can you make meaningful connections that will not only benefit your company, but also be memorable and enjoyable? This promises to be an uplifting and enlightening gathering!

LEARN FROM THE EXPERTS

[Subscribe](#)[Past Issues](#)

Alex Hanifin -
Founder & CEO,

Alpine Start (Moderator)

Evan Faber -CEO, Moxie Sozo

Blake Waltrip - Principal, Interact Boulder

[LEARN MORE](#)

[REGISTER](#)

Naturally Boulder's Night at the Symphony

February 22, 5:30-9:30 PM

Naturally Boulder members are invited to a reception and a free private dress rehearsal. How fun!

Naturally Boulder and the Boulder Symphony invite NB members to an event that breaks the

traditional mold, featuring musical works both old and new that celebrate freedom and rebirth. We'll host a pre-event reception at e-town hall.

BOULDER  **SYMPHONY**

MORE DETAILS TO COME. **Save the Date!**

[Subscribe](#)[Past Issues](#)

ANNOUNCEMENTS



Naturally Boulder members receive 25% off their first full year of Boulder Chamber membership

Naturally Boulder and the Boulder Chamber have partnered to offer members more reasons to love being a part of the Boulder



business community. In addition to benefits already enjoyed by NB members, the Boulder Chamber offers an exclusive opportunity to: cross-industry networking, economic vitality, and business advocacy. Contact a Boulder Chamber Member Relations Specialist today. membership@boulderchamber.com or 303.938.2079

[LEARN MORE](#)

CU Leeds Social Impact Consultants Seek Projects

CU Leeds Social Impact Consultants are seeking consulting projects for the 2019 spring semester. The goal of the club is to provide companies with MBA level consulting and give students the opportunity to acquire real-world experience.



They cover areas like finance, data analytics, marketing, operations, and supply chain. If you are interested in working on a project, please email Mariah Baerend at Mariah.Baerend@colorado.edu.

[Subscribe](#)[Past Issues](#)

New Frozen Storage Facility in Aurora

Mile Hi Express is opening a facility with 1,100 pallet positions of frozen space. The company is looking at receiving inventory, tracking inventory, pulling orders and delivering along the Front Range of Colorado.

[LEARN MORE](#)

Apply to the Chobani Incubator

Chobani is looking for passionate founders shaking up the food industry with innovative solutions. The Chobani Incubator helps startups bring better food to more people. The program includes workshops and mentorship from Chobani's leaders in operations, finance, sales, and marketing, in addition to visits to Chobani's manufacturing facilities, retailers and trade shows.



CHOBANI
FOOD INCUBATOR

Apply by Jan 31.

[LEARN MORE](#)

Techstars Farm to Fork Accelerator Applications Open

[Subscribe](#)[Past Issues](#)

is Techstar's first program focused on the tech/digital side of food and agriculture.

The program is looking for the best entrepreneurs across the entire food value chain, from AgTech, manufacturing and supply chains, to food safety, waste reduction and traceability. The program is based in Minneapolis-St. Paul, Minnesota.

[LEARN MORE](#)

Apply For the Springboard Incubator

Springboard was created to turn start-ups with disruptive products and brands into thriving companies in the food and beverage industry. Companies invited into the Incubator program are given a unique opportunity with an abundance of tools and resources to help make their goals a reality. Apply now as the deadline is approaching soon.

[LEARN MORE](#)

COMMUNITY EVENTS



Steal These 5 Marketing Fundamentals to Make the

[Subscribe](#)[Past Issues](#)[January 15 @ NICHE Workspaces - Pearl Street](#)

The success of any business depends on attracting, engaging and retaining the right people. Want to hire the best talent? Take a page from the marketer's playbook and learn to apply marketing fundamentals to making the best hire. This seminar is for founders and executive leaders in small to midsize companies (5-500 employees). It is also for team leaders and HR

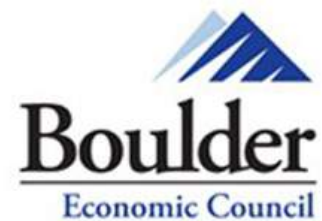
generalists in organizations of any size that see the value of applying marketing principles to talent acquisition, retention and engagement.

[LEARN MORE](#)

The Boulder Economic Council's 2019 Economic Forecast: Boulder & Beyond

January 17 @ Embassy Suites

The Economic Forecast is the annual economic and business outlook event hosted by the BEC. It features the popular keynote presentation by CU Boulder economist Dr. Richard Wobbekind on the Boulder, Colorado, and U.S. economies. Shannon Block, CEO of Skillful Colorado, will present the groundbreaking skills-based workforce development platform developed by Skillful with LinkedIn, Microsoft, the Markel Foundation, and others.

[LEARN MORE](#)

[Subscribe](#)[Past Issues](#)

Colorado Department of Agriculture Workshops

Taking the Leap into Retail and Beyond - January 29

Colorado Food and Agriculture Entrepreneurs - February 13

The Colorado Department of Agriculture is organizing two workshops to help food and agricultural businesses get started and grow.



COLORADO
Department of Agriculture

Jan 29 - Taking the Leap into Retail and Beyond

This workshop is geared to businesses and producers looking to take their products and commodities to retail and beyond in the food and agriculture industry. The agenda includes sales analysis and research, marketing and positioning strategies, logistics and transportation efficiencies, buyer meetings and brokerage, and package design and artwork. [Learn More](#)

[REGISTER](#)

Feb 13 - Colorado Food and Agriculture Entrepreneurs

This one-day workshop is designed for start-up businesses and producers considering a path into the food and agriculture industry. This workshop is organized to be fast-paced and packed with vital information needed to begin a food or agricultural business. The agenda includes topics such as resources for start-up businesses, business organization and finances, building a brand, working with retailers, labeling and beginning production factors. [Learn More](#)

[REGISTER](#)

[Subscribe](#)

[Past Issues](#)

Natural Products Media Training Boot Camp February 8 @ Enterprise Co-Working, Denver

This media training, customized for the natural products industry, offers to teach how to slay any interview; master the 8-second sound-bite; handle tough questions and reporters; and simply tell a story better. All 15 participants will get on-camera practice. Content is relevant for all brand spokespeople, from marketing managers to CEO's and founders.



[LEARN MORE](#)



Subscribe

Past Issues

SPONSORS



PREMIER



Subscribe

Past Issues



GOLD

Subscribe

Past Issues



Subscribe

Past Issues



Crowe



SRG



Crowe



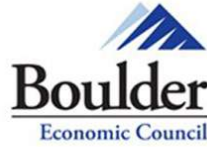
SRG

SILVER



Subscribe

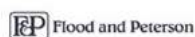
Past Issues



BRONZE

Subscribe

Past Issues



[Subscribe](#)

[Past Issues](#)



[Member Directory](#) [Resources](#) [Job Board](#) [Newsletter Archive](#)

*Copyright © 2018 Naturally Boulder, Inc, All rights reserved.
Mailing address: 2525 Arapahoe Ave E4-151, Boulder, CO 80302*

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)