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Natural products news &amp; events from the Rocky Mountain region.

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## Naturally Boulder's 14th Annual Pitch Slam & Autumn Awards a Strong Community Gathering

1,400 registrants over the two-day event

Naturally Boulder hosted our 14th annual Pitch Slam & Autumn Awards on October 18 and 19. The first day, drawing 800 attendees, focused on twenty companies in the Pitch Slam Preliminaries and seventy companies in the Innovation Showcase. On the second day, drawing 600 attendees, the crowd appreciated an inspiring talk from Blair Kellison, CEO of Traditional Medicinals, judged three Pitch Slam finalists, and enjoyed heartfelt talks from winners of the Breakout Brand award and Industry Leader / Community Champ award.

**Breakout Brand of 2018:** [Bobo's](#)

**Industry Leader / Community Champ of 2018:** [Justin Gold](#)

**Pitch Slam Winners of 2018:**

First Place: [Picaflor](#); Second Place: [Rooster & Lark](#); Third Place: [Coconut Cloud](#)

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We gratefully thank Bob Trueemper at Art Direction for capturing many years of professional photography at our key events! [See the photos here!](#)



## Naturally Boulder Creates Communications and Events Coordinator Position

Susan Morrell joins Naturally Boulder staff

Naturally Boulder welcomes Susan Morrell as Communications and Events Coordinator. The new role was developed in response to the nonprofit's tremendous growth and expanded scope. With over 1,300 members, 140 sponsoring companies, and more than 5,000 event attendees last year, Naturally Boulder was well positioned to hire the additional staff. Susan will report to the Operations Director, Peter Mohr. Susan joins the team after years of



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## Noosa Yoghurt Acquired by Sovos Brands

Production to stay in Bellvue, Colorado

Bellvue-based Noosa Yoghurt has been purchased by Sovos Brands, a food and beverage company backed by Advent International. Noosa was co-founded in 2009 by Koel Thomae and Rob Graves, who wanted to bring Australian-style yogurt — creamy with a sweet-tart flavor — to the United States. Sovos plans to keep production in Bellvue. Terms of the deal were not disclosed.

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## The Honest Stand Raises \$1 million

Seed round to boost plant-based cheese brand

Louisville-based The Honest Stand raised \$1 million in seed round through equity and a convertible note option. The plant-based company makes dairy-free, gluten-free, and vegan cheese-style dips. The Honest Stand is Naturally Boulder's 2017 Pitch Slam Winner.



THE HONEST STAND

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## Whole Brain Consulting Acquires Art of Beverage

### Acquisition to fuel growth in the beverage industry

Chicago- and Boulder-based Whole Brain Consulting acquired Art of Beverage. Art of Beverage is a beverage firm that focuses on the innovation of old products to bring a new feel to the consumer while promoting classic, well-appreciated beverages. Through this acquisition, Whole Brain Consulting gains expert knowledge of the beverage arena, the skills to transverse it, and an increased level of service to clients.

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## Hain Celestial Group Names CEO

### Mark Schiller tapped to lead the company

New York-based The Hain Celestial Group tapped Mark Schiller to lead the company as its president and CEO. Schiller will replace Irwin Simon, who announced his plans to step down as CEO this past June. Schiller was most recently chief commercial officer for Pinnacle Foods where he led all commercial functions, including sales, marketing strategy, innovation, product development, package design, commercialization, productivity, consumer insights and shopper marketing.

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## Boulder Organic Foods Creates Director Of Sustainability Role

### Jen-ai Stokesbary adopts new role

Boulder-based Boulder Organic Foods has created a Director of Sustainability role. Jen-ai Stokesbary, who previously served as the company's Director of Marketing for 6 years, fills the new position. Stokesbary will focus on making every step of the company's production process more eco-friendly, from reducing raw material consumption to developing more efficient methods of distribution. Her focus on these areas will lead to demonstrable cost savings and measurable progress toward achieving zero waste status in manufacturing. Boulder Organic Foods also announced the hiring of Cathryn Olchoway as Director of Marketing & Insights.

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## ONE Brands Debuts White Chocolate Truffle Bar

### Protein bar adds to brand's dessert-inspired portfolio

Boulder-based ONE Brands announced its newest protein bar flavor, White Chocolate Truffle. The bar launched on the brand's website in October and will be hitting shelves soon at specialty retailers nationwide.

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## Teatulia Opens Tea Shop in London

Company plans continued growth throughout the U.K.

Denver-based Teatulia opened a tea shop, cocktail bar, and literary salon in London's Covent Garden. The venture is the first retail expansion since the company was established in 2005. Teatulia plans to open several brick and mortar shops in the U.K.

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## Rocky Mountain Foods Launches Organic Snack Line

Peak Reserve line offers 14 varieties

Denver-based Rocky Mountain Foods launched a new snack line, Peak Reserve, that includes trail mixes, nuts and seeds, dried fruit and plant-based chips. Each product in the Peak Reserve line is either non-GMO Project Verified or USDA Certified Organic. With 14 different varieties, this new snack line offers flavors ranging from traditional favorites, such as GORP to adventurous offerings, such as Sweet Cajun Fire.

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## Paleo Pancake & Waffle mixes now available at King Soopers, Ralph's, Fred Meyer, and more

Denver-based Birch Benders announced that its Paleo Pancake & Waffle mixes are now in even more stores. Find them in the baking aisle of your local King Soopers, Ralph's, Fry's, QFC and Fred Meyer Stores.

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## Evo Hemp Increases Distribution

### Hemp brand expands with Whole Foods Market and H-E-B Supermarkets

Boulder-based Evo Hemp expanded its retail footprint into an additional 105 Whole Foods stores in the Northeastern US, Northern California, and the Pacific Northwest, effectively doubling its Whole Foods distribution network. The company has also signed a distribution deal with 122 H-E-B supermarkets in Texas, making its hemp products available through more than 4,000 retail outlets nationwide.

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## Basis Launches in Whole Foods Company also gains UNFI distribution

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...sed ...hed its low-sugar, clean-label sports drink in 29 Whole Foods locations across the Rocky Mountain Region. This increased distribution is in addition to Lucky's Market, Amazon, and other independent retailers along the Front Range. The company expects distribution to increase through its partnership with UNFI.

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## ePac Signs Record Order with Hewlett Packard

### Deal expands print capabilities and adds capacity locally

Boulder-based ePac Boulder began operations less than one year ago and quickly established itself in the Denver/Boulder area. To keep pace with demand, ePac Boulder has increased capacity with an additional pouch making line acquired at Pack Expo 2018, and plans to add a third HP Indigo 20000 digital press in early 2019.

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## Simple Startup Launches Foods Focused Financial Modeling Program

### Program helps companies prepare for growth

Boulder-based Simple Startup created a first-of-its-kind DIY Financial Model template that entrepreneurs can complete themselves with the help of six hours of workshops, a cohort of other CPG entrepreneurs, and a modular instruction



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webinar).

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## The Good Food Institute Publishes The Good Food Startup Manual

**Focused on plant-based, and applicable to any food company**

The Good Food Institute published an extensive guide that lays out the steps involved in starting a plant-based or clean meat company – from securing funding and developing a product to staffing up and expanding distribution. Every section contains insights from plant-based and clean meat experts and entrepreneurs, as well as curates further resources.



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## Colorado Food Works to Unite Industry and State Organization now has over 450 members

Denver-based Colorado Food Works (CFW), is an industry group that aims to foster business development, grow Denver’s foodie reputation, and build the city’s overall economy. Interest in CFW has skyrocketed. In just over a year since its inception, CFW has more than 450



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Naturally Boulder and CFW are pleased to collaborate on November's Networking Night at the Teatulia Tea Bar in Denver on November 12. Details are below.

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**Naturally** EVENTS  
BOULDER



## Networking Night: Meet Conscious Businesses!

**November 12, 5:30-7:30 PM**

**@ Teatulia Tea Bar (2904 Zuni St, Denver)**

Our era demands visionary, transparent and authentic leadership, so what role can each of us play in bringing forth a more sustainable, fulfilling, and socially just society? We're here to foster positive change and collective impact within our communities and empower each other in the face of adversity, so come and

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network with industry leaders, B-Corp organizations, and learn more about 1% for the Planet at our Networking Night!  
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## Education Series: Authentic Leadership for Naturals

November 15, 6:00-8:00 PM

@ Impact Hub (1877 Broadway #100 Boulder)

Authentic Leadership is an approach to leadership that can transform your organizational status quo from ordinary to extraordinary. Conventional organizations often struggle with crises of ethics, creativity, compassion and trust. Mission driven, self aware, genuine, and heart-centered

Authentic Leaders are able to impact these areas by increasing employee performance, workplace satisfaction, and team commitment as well as positively impacting employees and customers alike through their communication of clear vision, mission and values. Join the experts to learn more about this transformational learning drawing upon the disciplines of contemplative practice, organizational learning, expressive arts, neuroscience, and complexity science for improved performance at work and in life.



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**Adriane Pilcher**, Brand Director, The Jackfruit Company

**Matt McLaughlin**, Brand Director, Organic India USA

**Susan Skjei**, PhD, Director, Authentic Leadership Center, Naropa University.

**Sheldon Romer**, Founder, Rudi's Organic Bakery.

**Diana Mercer**, Senior Client Strategist, ForceBrands – MODERATOR

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## Morning Mingle: Ins & Outs of Co-Packing

November 28, 7:45-8:45 AM

@ Impact Hub (1877 Broadway #100 Boulder)

More detail coming soon via your email!

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# ANNOUNCEMENTS



## McCauley Family Farm Tours

During November, McCauley Family Farm in Longmont is offering tours for the community on Tuesdays, 12:30-1:30 PM and Thursdays, 5:30-6:30 PM. Learn about regenerative agricultural, carbon sequestration practices, organic food production, and McCauley Family Farm's fast-growing probiotic hot sauce brand, Picaflor Live-Culture. Please RSVP.

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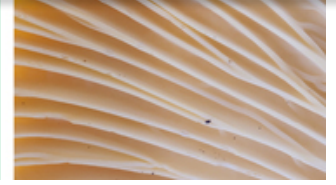
## Find commercial kitchens for rent near you

The Kitchen Door is a search engine for food businesses to find and connect with kitchens for rent across the country. Whether what is needed is help to grow a business, a way to stay compliant with the health department, or just a place to cook, finding the right kitchen can accelerate a food business to the next level.

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# COMMUNITY EVENTS



## Nutrition Capital Network Fall Investor Meeting

Nov 27-28, San Francisco

Are you a brand seeking investment? Or an investor looking for a brand to partner with? Attend Nutrition Capital Network's fall event in San Francisco where brands present their companies to a room of investors. With one-on-one meetings facilitated after the pitches, this event is a proven way to grow a brand with partners that know the market. **The Fall event in San Francisco** will focus on the themes of plant innovation and omni-channel, but all brands in the nutrition and health and wellness space are encouraged to apply.



Learn more and apply for free for the chance to present your brand.

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## Farm to Fashion Show

December 4, 5-8 PM @ Larimer Social, Denver

The Farm to Fashion Show, the first of its kind, will showcase brands and independent designers actively setting examples of, and working toward, regenerative fiber sourcing for their apparel. These game changing efforts are making the textile industry more ethical and restorative for people and planet. This event is open to the public for education and inspiration and



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## Regenerative Earth Summit: Food + Fiber + Climate

### December 5-6 @ CU, Boulder

The two-day Summit, in its second year, features working tabletop sessions, panel conversations and unique interactive formatting designed for action minded collaboration. Headlining established influencers and innovators from the food and fashion industries, the Summit is poised to empower all levels of business to rework their supply chain thinking, beyond a bottom line focus, with emphasis on supporting agriculture that builds healthy soil and fosters carbon drawdown. A unique Farm to Table dinner with Chef Daniel Asher is ticketed separately.



**NB members: enjoy 10% off Summit passes with code NB10**

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## Soil Regeneration Annual Conference

### December 12 @ Boulder JCC

Inviting farmers and ranchers of all scales and production systems. You are invited to

**The Soil Revolution**

the third annual Soil Revolution Conference. This full-day event will shed light

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today's producers, and the importance of creating resilient landscapes.

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

This media training, customized for the natural products industry, will teach you how to slay any interview; master the 8-second sound-bite; handle tough questions and reporters; and simply tell your story better. All 15 participants will also get on-camera practice. Taught by a team of passionate natural products experts, you'll benefit from nearly 25 years of brand-building and PR experience. Content is relevant for all brand spokespeople, from marketing managers to CEO's and founders.



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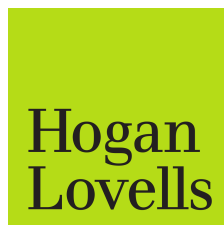
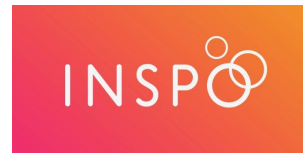
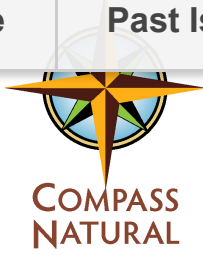


Whole Brain Consulting



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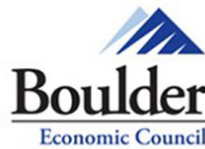




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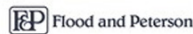


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