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Philanthropic Granola Company Unveils Major Rebranding Alongside New Flavor with a Healthy Twist



Longmeadow, MA - April 3, 2018 – Jeff's Granola, formerly known as Your Choice Brands, announced today a branding evolution including a new name and visual identity.

"We did a lot of hard thinking about who we are as a small business and how we want to present ourselves to the community," said CEO and Founder Jeff Greim. "And my team suggested personalizing our name to connect with our founding principles."

Jeff's Granola is a social enterprise exploring how you can support the charities you love by purchasing the things you love. The company was founded in 2012 by Professor Jeff Greim during his tenure as the Graduate Director of NonProfit studies at Bay Path University in Longmeadow, MA. Inspired by Newman's Owns' business model, Jeff decided to take the idea a step further. Jeff's Granola donates 100% of all profits to your favorite 501(c)3c charities. Using an online form or a simple email, customers choose where the profits from their purchase are donated. Jeff's Granola is also engaging in cross-sector partnerships with non-profits and various retail locations to direct all profits from one store to its favorite local charity.

The rebranding of Jeff's Granola comes alongside the release of its newest flavor, Jeff's Crunchy Seeds & Oats Granola. Crunchy Seeds & Oats is both gluten-free and organic and packed with super foods including chia, pumpkin and flax seeds. Made with a hint of maple syrup and coconut oil, and just a pinch of brown sugar and sea salt, the new flavor has been described as "melt-in-your-mouth" goodness – but with a twist.

Crunchy Seeds & Oats has just 3 grams of sugar per half cup serving. In a breakfast market saturated with high-sugar offerings, Jeff's Crunchy Seeds & Oats stands out as a healthy alternative that doesn't sacrifice taste. The new flavor was developed by the company's founding baker, a neighbor and good friend of Jeff's from Longmeadow, Massachusetts.



Jeff's Crunchy Seeds & Oats and Original Granola flavors are now available to order at jeffsgranola.com. Jeff's Original Granola is available in the following retail stores and the new flavor is being rolled out starting with River Valley Co-op. Follow us on social media @jeffsgranola for the latest updates.

- **BIG Y**, 802 Williams St, Longmeadow, MA 01106
- **BIG Y**, 441 N Main St, East Longmeadow, MA 01028
- **Cornucopia Foods**, 150 Main St, Thornes Marketplace, Northampton, MA 01060
- **Fiddlehead Food Cooperative***, 13 Broad St, New London, CT 06320
- **Fresh Acres Market**, 1941 Wilbraham Rd, Springfield, MA 01129
- **River Valley Co-Op****, 330 N King St, Northampton, MA 01060

*All profits from purchases of Jeff's Granola at Fiddleheads Food Cooperative are donated to [FRESH New London](#).

**All profits from purchases of Jeff's Granola at Cornucopia Foods are donate to the [United Way of Hampshire County](#).

About Jeff's Granola

We believe in the goodness of our customers. By weaving together good granola with good deeds, we make it easy for you to support your favorite charity. With Jeff's Granola you're not just grocery shopping, you're giving back. Whether it's donating to your favorite local charity or organization working around the world, you choose where 100% of the profits from your purchase are donated. Jeff's Granola reserves the right to not donate its profits to charities it judges to oppose gun control legislation and abortion rights.