

# The Republican.



THURSDAY, APRIL 12, 2018

MASS LIVE

©2018 THE REPUBLICAN CO. | \$1.00

THE REPUBLICAN | MASSLIVE.COM

ST THURSDAY, APRIL 12, 2018

## LONGMEADOW

# Longmeadow-based granola company changing its name

BY SEAN TEEHAN

Special to The Republican

In a rebranding effort, a Longmeadow granola maker is changing its name, and emphasizing its support for local charities.

Jeff's Granola is the new name for Your Choice Brands, according to a statement from the company. The move was a company effort to make the brand more relatable to buyers.

"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," founder and chief executive Jeff Greim said in a statement. "And my team suggested personalizing our name to connect with our founding principles."

The statement announcing the company's name change also pointed to its ties to the local community. Greim founded the granola company in 2012, when he was Graduate Director of NonProfit studies at Longmeadow's Bay Path University.

Taking a page from the Newman's Own brand business model—and expanding it—Jeff's Granola donates 100 percent of all profits to charities.

"Using an online form or a simple email, customers choose where the profits from their purchase are donated," the statement said. "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."

Along with the new name is a new flavor, Jeff's Crunchy Seeds & Oats Granola.

Jeff's Crunchy Seeds & Oats and Original Granola flavors are now available to order at [jeffsgranola.com](http://jeffsgranola.com), the statement said. They are also available for purchase at the following brick-and-mortar stores:

BIG Y, 802 Williams St, Longmeadow, Mass. 01106  
BIG Y, 441 N Main St, East Longmeadow, Mass. 01028  
Cornucopia Foods, 150



(FACEBOOK)

Main St, Thornes Marketplace, Northampton, Mass. 01060

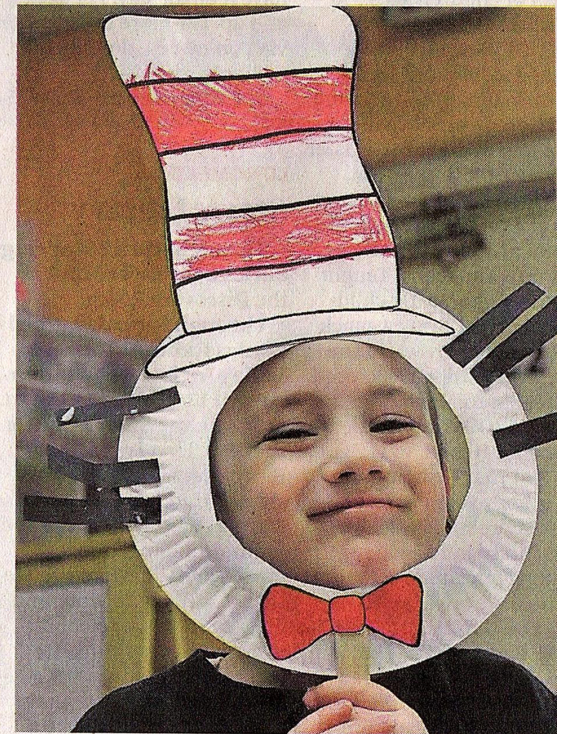
Fiddlehead Food Cooperative, 13 Broad St, New London, Conn. 06320

Fresh Acres Market, 1941 Wilbraham Rd, Springfield, Mass. 01129

River Valley Co-Op, 330 N King St, Northampton, Mass. 01060

## LONGMEADOW

# Lubavitcher Yeshiva Acader students celebrate Seuss



Chanan Gesin with his Cat in the Hat mask. (PICASA)

