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**PHILANTHROPIC GRANOLA COMPANY ANNOUNCES 37% INCREASE IN ANNUAL CHARITABLE GIVING LED BY NEW PARTNERSHIPS AND GROWING SALES**

**Longmeadow, MA – January 22, 2019** – Jeff's Granola announced today a 37% increase in annual charitable giving in 2018 totaling \$1,622. Founded as a social enterprise, Jeff's Granola employs a philanthropic business model to donate 100% of its after tax profits or 10% of its total annual revenue, whichever is more, to 501c-3 nonprofit organizations selected by its customers. Jeff's Granola offers a selection of gluten-free, organic and low-sugar granolas made from high-quality ingredients.

The increase was made possible by new partnerships, growing sales, and the introduction of the newest flavor, Crunchy Seeds and Oats, with less than 3 grams of sugar per ½ cup serving. One customer raved "The fact that it's not too sweet means it's perfect for me. I'm a new fan!" This year, Jeff's Granola teamed up with Big Y World Class Markets in Longmeadow and East Longmeadow, Massachusetts, to donate all in-store sales to [Survivor Journeys](#), a community-based support network for cancer survivors. For the first time, Jeff's Granola was available on Amazon, bringing its product to a national audience. Jeff's Granola also debuted in its seventh retail location, Highland Park Market in Suffield, Connecticut, and continued a successful partnership with River Valley Co-op in Northampton, Massachusetts which resulted in its second annual large donation to [United Way of Hampshire County](#).

"I am so grateful for the overwhelming support from our partners and customers, and the momentum going into 2019 is building," said Jeff's Granola Founder and CEO Jeff Greim. "I started this company to test out a socially conscious business model, and seeing it working is fabulous."

The full list of 2018 donations can be found on the following page.

**About Jeff's Granola**

Jeff's Granola believes in the goodness of its customers. With Jeff's Granola you're not just grocery shopping, you're giving back. Whether it's donating to your favorite local charity or nonprofit organization working around the world, you choose where 100% of the profits from your purchase are donated. Jeff's Granola, previously known as Your Choice Brands, was founded in 2012 by Jeff Greim, a non-profit professional and former graduate professor with nearly three decades of philanthropy experience. Visit [jeffsgranola.com](http://jeffsgranola.com) to learn more.

## 2018 DONATIONS:

| <b>Charity</b>                       | <b>Donation</b>   |
|--------------------------------------|-------------------|
| United Way of Hampshire County*      | \$959.87          |
| Survivor Journeys*                   | \$371.96          |
| ACT Tutoring                         | \$62.41           |
| F.R.E.S.H. of New London CT*         | \$52.50           |
| Dakins Humane Society                | \$39.00           |
| Doctors without Borders              | \$23.40           |
| American Cancer Society              | \$19.50           |
| Second Chance Animal Services, Inc.  | \$15.60           |
| Rett Syndrome Research Trust         | \$11.70           |
| Opera House Players                  | \$7.80            |
| Springfield (MA) Boys and Girls Club | \$7.80            |
| ALS Massachusetts                    | \$3.90            |
| Alzheimer's Association              | \$3.90            |
| ASPCA                                | \$3.90            |
| Bay Path University                  | \$3.90            |
| Empty Arms Bereavement Support       | \$3.90            |
| Gasoline Alley Foundation            | \$3.90            |
| Getda's Equine Rescue                | \$3.90            |
| Girl's Inc of Holyoke                | \$3.90            |
| Habitat for Humanity                 | \$3.90            |
| Northeast Animal Shelter             | \$3.90            |
| Planned parenthood.                  | \$3.90            |
| Riverside Industries, Inc            | \$3.90            |
| The Veterans Group INC.              | \$3.90            |
| <b>TOTAL</b>                         | <b>\$1,622.26</b> |

*\*The United Way of Hampshire County, Survivor Journeys, and FRESH of New London, CT have partnered with Jeff's Granola to promote sales at local grocery stores and online.*

Jeff's Granola is available at the following retail locations, at [jeffsgranola.com](http://jeffsgranola.com) and on Amazon.

- **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
- **Highland Park Market**, 68 Bridge Street Suffield, CT 06078
- **River Valley Co-Op**, 330 N King St, Northampton, MA 01060