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Jeff's Granola, a Philanthropic Business Donating All Profits to Charity, Grows Sales and Charitable Giving by Over 600% in One Year.

Growth Generates Major Charitable Donations to the Springfield Public School Backpack Program and the United Way of Hampshire County.

Longmeadow, MA – February 18, 2020 – Jeff's Granola announced today that it increased sales and charitable giving by over 600% in one year. Sales increased from \$16,000 in 2018 to \$118,000 in 2019. Jeff's Granola donates all profits to charities and the resulting donations increased from \$1,600 in 2018 to \$12,000 in 2019. The significant growth is due to a doubling of online and grocery store retail sales and the start of a new whole sale partnership with public school districts.

In September of 2019, Jeff's Granola announced a new partnership with the Springfield Public Schools System, supplying healthy food to student cafeterias and giving back all profits to the not-for-profit Sodexo Springfield Weekend Backpack Program. The Back Pack Program works to eliminate student hunger at home by providing free non-perishable weekend meals for students in need. Jeff's Granola is now served in the cafeterias of all the Springfield Public Schools. The partnership with Jeff's Granola resulted in a \$6,752 donation in the last half of 2019 and is projected to generate a \$10,000 donation in 2020.

Building on a three-year cross-sector partnership with River Valley Coop and the United Way of Hampshire County, Jeff's Granola was able to donate \$1,193 to the United Way of Hampshire County in 2019. The United Way of Hampshire County is a not-for-profit that engages and inspires the people, employers, and organizations of Hampshire County to engage on behalf of the local community to ensure that all individuals have the tools and resources to reach their full potential. River Valley Coop is a community-owned grocery coop located in Northampton, Massachusetts. The donation was celebrated with a check presentation ceremony on Friday, January 24th at River Valley Coop in Northampton, located in Hampshire County.

Jeff's Granola also made its retail store debut with Foragers Market in its Manhattan and Brooklyn, New York, locations in 2019. The partnership marks the first time that Jeff's Granola is available for sale at a retail location in New York City. Foragers Market is a high-quality grocery store whose mission is to provide its neighborhood with well-priced, delicious food,

amazing drink and a truly unique and wonderful experience that you'll be hard pressed to find anywhere else.

"It has been an incredible year and I am humbled by the outpouring of support we received in 2019, from community and business leaders in Western Mass to a leading grocer in New York City. I couldn't be more thrilled to be partnering with the Springfield Public Schools and giving back to school children in need, and I am continually grateful to River Valley Coop in Northampton, Massachusetts, who was the first store to carry and significantly market Jeff's Granola," said Jeff Greim, CEO and Founder of Jeff's Granola. "I hope our success will inspire other businesses to adopt a philanthropic business model fusing economic interests with community support and charitable giving. We can all grow and succeed together."

"We absolutely love working with Jeff's granola!" said Nathan Latour, Bulk Manager at River Valley Coop. "It is made in small batches right here in Western Massachusetts with wholesome ingredients and is loaded with dried fruits and whole almonds. Their bulk granolas are packaged in smaller bags than the big brands so it stays fresher and is easier to stock. It is easy to order and always delivered on time. All that would have been enough but Jeff wanted to do more, so he pays his workers a fair wage and donates all his profits to local charities! Jeff's Granola is an amazing example that a business can do all the right things and still be successful."

"As Executive Director of The United Way of Hampshire County, we couldn't be more grateful to Jeff's Granola and River Valley Coop for giving back to the community in this way," said John Bidwell. "It's just a phenomenal way of everyone working together to really help out our neighbors. So thank you very, very much."



Photo from left to right: Jeff Greim, Founder and CEO, Jeff's Granola; Katherine Tapp, Executive Assistant, Jeff's Granola; Nathan McApline, Merchandising Manager, River Valley Coop; Jose Murphy Martinez, River Valley Coop; Kasey Vega, River Valley Coop; Nathan Latour, Bulk Coordinator, River Valley Coop; and John Bidwell, Executive Director, United Way of Hampshire County.

About Jeff's Granola

Jeff's Granola believes in the goodness of its customers. By weaving together good granola with good deeds, they 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 is available at the following retail locations, at jeffsgranola.com and on Amazon.

- **BIG Y**, 802 Williams St, Longmeadow, MA 01106
- **BIG Y**, 441 N Main St, East Longmeadow, MA 01028
- **BIG Y**, 136 North King Street Route 5, Northampton, MA 01060
- **BIG Y**, 237 Mohawk Trail, Route 2, Greenfield, MA 01301
- **BIG Y**, 175 University Drive, Amherst, MA 01002
- **BIG Y**, 44 Willimansett Street, South Hadley, MA 01075
- **BIG Y**, 433 Center Street, Ludlow, MA 01056
- **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
- **State Street Fruit Store**, 51 State Street, Northampton, MA 01060
- **Cooper's Corner**. 31 Main Street, Florence, MA 01062
- **Foragers Market, Chelsea**, 233 8th Avenue, NY NY 10011
- **Foragers Market, Dumbo**, 56 Adams Street, BK NY 11201
- **The Wally Shop**, Brooklyn NY 11206

Jeff's Granola partners with select Big Y stores to donate all profits from their retail sales to Survivor Journeys, supporting cancer survivors, and with River Valley Co-Op to donate all profits from their retail sales to the United Way of Hampshire County.

Learn more at jeffsgranola.com and follow us [@jeffsgranola](https://www.instagram.com/jeffsgranola) on Instagram and Facebook.