



2015 CONSUMER CONFERENCE

May 14, 2015 ■ Hotel Nikko San Francisco

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Dear Colleagues:

Welcome to the 2015 Lincoln International Consumer Conference. This is our second annual Consumer Conference, and we are again honored to have so many of our clients, future clients and friends in attendance.

The goal of our conference is to bring entrepreneurs, private equity investors, consumer business executives and industry experts together in a way that facilitates networking and learning. The conference format provides our presenting companies and speakers with a platform to communicate their story, offering rich, trend-right content while also providing extensive networking opportunities for everyone.

Empowered by online and mobile channels that provide more ways to research and purchase products, today's consumers are more informed and have more choices than ever before. As a result, consumer focused companies are finding that the intersection of social media, mobile technology and customer engagement is critical to future success.

Across all consumer verticals, getting close to the consumer and understanding the impact of digital change is crucial to profitable growth. For this reason, the theme of this year's conference is "Understanding the trends, tools and requirements of a growing mobile marketplace", building on last year's theme about better using and accessing social media and the direct-to-consumer channel. Executives and investors alike can benefit from listening to experts on these topics as they share best practices.

We encourage you to introduce yourself to fellow attendees throughout the conference. Make sure to stay for the networking reception at the end of the day for an additional opportunity to meet our presenting companies and other attendees in a relaxed, casual setting. Our presenting companies will be stationed throughout the room, and gift bags containing samples from many of our presenting companies will be offered.

Please take the opportunity throughout the conference to post your observations on Twitter using the hashtag: #LincolnCC15.

Lastly, we truly appreciate the support of our event sponsors for helping to make this conference a success:

- Platinum Sponsors: McGladrey LLP, Perkins Coie LLP
- Silver Sponsors: ForteONE, Intralinks, The Burbank Hafeli Group

We thank you for joining us and trust you will find this conference insightful and worthwhile. We welcome your participation and encourage you to take advantage of the opportunity to interact with the presenters, sponsors, fellow guests and Lincoln International team.

Sincerely,

Conference Organizers



Brad Akason
Managing Director, Co-head
of the Consumer Group



David Houser
Managing Director, Co-head
of the Consumer Group



Chris Stradling
Managing Director



Aaron Goldstein
Vice President



Mark Jones-Pritchard
Vice President

"The conference format provides our presenting companies and speakers with a platform to communicate their story, offering rich, trend-right content while also providing extensive networking opportunities for everyone."

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7:30 am Registration

Grand Ballroom II & III

8:00 am Welcome and Opening Remarks

8:15 am Morning Speaker

B. Bonin Bough
Chief Media and eCommerce Officer
Mondelēz International

9:00 am Refreshments and Networking

9:15 am Private Company Presentations

10:30 am Refreshments and Networking

10:45 am Private Company Presentations

Grand Ballroom II & III

12:00 pm Lunch and Keynote Speaker

Randi Zuckerberg
Bestselling Author, Founder & Chief Executive
Officer of Zuckerberg Media and Former Head of
Marketing at Facebook

1:15 pm Refreshments and Networking

1:30 pm Private Company Presentations

Grand Ballroom II

3:00 pm Cocktails and Networking Reception

Attendees at the networking reception will receive a gift bag featuring products and information from our presenting companies



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Lincoln International Events App
in your app store and download
the day's agenda, presenter bios,
company descriptions and more

Please Note:

- If you have been scheduled for 1 x 1 meetings, your meeting schedule will be given to you at the time of registration
- This event will be recorded. By attending, you are granting Lincoln International LLC the unrestricted right to use your name, voice, image, likeness, actions and statements in any recording taken during the conference, for any purpose including without limitation advertising, promotional or other commercial purposes, in perpetuity, and in all media known or subsequently developed, without compensation or notification. Please contact Kelly Neroda, Marketing Manager, Lincoln International LLC (kneroda@lincolninternational.com) if you do not wish to give consent.

7:30 AM	8:00 AM	Registration and Breakfast (Grand Ballroom II & III)		
8:00 AM	8:15 AM	Welcome and Opening Remarks (Grand Ballroom II & III)		
8:15 AM	9:00 AM	Morning Speaker (Grand Ballroom II & III)		
9:00 AM	9:15 AM	Break		
9:15 AM	10:30 AM	<p>Carmel Room Food I</p>    	<p>Monterey Room Digital Marketing / B2B Services</p>    	<p>Grand Ballroom I Household Products</p>    
10:30 AM	10:45 AM	Break		
10:45 AM	12:00 PM	<p>Carmel Room Direct-to-Consumer</p>    	<p>Monterey Room Personal Care & Specialty Retail</p>    	<p>Grand Ballroom I Better-For-You Beverage Brands</p>    
12:00 PM	1:15 PM	Lunch and Keynote Speaker (Grand Ballroom II & III)		
1:15 PM	1:30 PM	Break		
1:30 PM	3:00 PM	<p>Carmel Room Food II</p>     	<p>Monterey Room Emerging Brands</p>    	<p>Grand Ballroom I Active Lifestyle</p>    
3:00 PM	4:30 PM	Networking Reception (Grand Ballroom II)		

Note: Attendees at the networking reception will receive a gift bag featuring products and information from our presenting companies



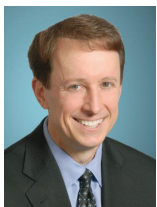
Brad D. Akason, Managing Director, Co-head of the Consumer Group
LINCOLN INTERNATIONAL

Brad has significant experience advising clients on middle market mergers and acquisitions assignments. His clients have included leading private equity groups, private companies and large corporations. His hands-on, results-oriented approach, combined with his energy, creativity and passion for his clients' transactions, has earned him the respect of clients and key decision makers.

Brad has worked on a wide variety of consumer transactions, such as the sales of SentrySafe to Fortune Brands Home & Security, Inc. (Durables); Clover Technologies Group to Golden Gate Capital (Consumables); Cool Gear International, LLC to Igloo Products Corp. (Housewares); Walls to Williamson-Dickie Manufacturing Co. (Soft Goods); Kernel Seasons to VMG Partners (Growth Brands); Sahale Snacks to The J.M. Smucker Company (Healthy Snacks); Ann's House of Nuts to Gryphon Investors (Private Label); ECCE Panis to Campbell Soup Company (Baked Goods); and Castro Cheese Company, Inc. (LaVaquita) to Dairy Farmers of America, Inc. (Dairy).

Prior to joining Lincoln International, Brad was a Managing Director and Partner with Chicago-based Andersen Corporate Finance, a broker-dealer and the investment banking affiliate of Andersen Worldwide.

Brad earned a Bachelor of Science degree in accounting at St. Cloud State University in Minnesota.



David B. Houser, Managing Director, Co-head of the Consumer Group
LINCOLN INTERNATIONAL

David has advised recognizable corporations, private equity firms and private companies on transactions up to and greater than \$1 billion in value. At Lincoln International, David has advised leading food and consumer investors such as Citicorp Venture Capital, Palladium Equity Partners, North Castle Partners and Brentwood Associates. Previously, David advised corporate clients, including Federal Express, Amerada Hess and Pechiney.

By obtaining unrivaled results with senior level leadership and commitment, David has quickly emerged as a leading advisor on over 40 successful transactions involving food and consumer product companies seeking industry knowledge and relationships, independent advice and global marketing. David's food clients have included both branded and private label food companies as well as private equity firms in the sale of businesses to strategic acquirers, such as Smuckers, Heinz, Campbell's, TreeHouse Foods, Ralcorp, Dairy Farmers of America and Farmer Brothers. Within the consumer products industry, David has over a decade of experience working on transactions involving leading branded companies in consumer durables, juvenile products, sporting goods, home furnishings and décor, pet products and soft goods. His consumer experience includes cross-border transactions with leading international strategic acquirers, such as Li & Fung and Goodbaby, both which are publicly-traded companies headquartered in China and listed on the Hong Kong exchange.

Prior to joining Lincoln International, David was Vice President of Corporate Development for LINC Capital, a publicly-traded company, and he completed both sell-side and buy-side advisory assignments as a Vice President in structured finance for First Chicago. David began his career in public accounting at KPMG LLP.

David earned a Master of Business Administration degree from the Fuqua School of Business at Duke University. He also graduated cum laude with a Bachelor of Science degree in accounting from Wake Forest University where he was a Division I intercollegiate athlete.



Christopher D. Stradling, Managing Director
LINCOLN INTERNATIONAL

As an experienced mergers and acquisitions professional, Chris has been involved in many transactions involving leading private equity groups, seasoned entrepreneurs and Fortune 500 companies. His financial expertise, business operations skills, deep knowledge of mergers and acquisitions and focus on quality and service ensure outstanding results for the firm's clients.

Chris is a senior member of Lincoln's Consumer Group, which is comprised of Food & Beverage, Consumer Products, Retail and Leisure initiatives. Chris leads the firm's Consumer Products initiative and maintains significant Food & Beverage experience. Within Consumer Products, Chris brings significant transaction experience, leading transactions in consumer soft goods, home décor, home and kitchenware products, sporting goods and direct-to-consumer marketing. In Food & Beverage, Chris has expertise in snack foods, private label, baked goods and health-related products and services.

Chris has worked on a variety of consumer transactions, such as the sales of Sentry Safe to Fortune Brands, Cool Gear to Igloo, Walls Workwear to Dickies, Arena Swimwear to Capvis, Sahale Snacks to Smuckers, Shemin to John Deer Landscaping, Sure Fit to Focus Products, The Strive Group to Menasha, Ann's House of Nuts to Gryphon, Castro Cheese (LaVaquita) to Dairy Farmers of America, Harvest Manor Farms to Ralcorp (ConAgra), and Flatout Flatbread to North Castle Partners.

Prior to his career in mergers and acquisitions, Chris worked as a certified public accountant for Grant Thornton. He also worked with Cintas Corporation.

Chris holds a Master of Business Administration degree from Harvard Business School and a Bachelor of Science degree in accountancy from Northern Arizona University, where he graduated summa cum laude.



Aaron Goldstein, Vice President
LINCOLN INTERNATIONAL

Aaron has more than ten years of corporate finance and investment banking experience, having advised on a wide range of transactions, including domestic and cross-border mergers and acquisitions, hostile defense engagements, leveraged buyouts, equity and debt financings and debt restructurings. Aaron also has significant experience advising on strategic and financial alternatives, rendering fairness opinions and providing independent valuation appraisals. During his career, Aaron has completed transactions for leading private equity firms, public companies and privately-held businesses.

As a senior member of the Consumer Group, Aaron clearly understands the dynamics that drive value for these businesses. In addition, his diverse experience extends into other industries including automotive, building and construction, chemicals, distribution, healthcare, industrials and telecommunications.

Aaron began his investment banking career as an Analyst in the wireless telecom group at UBS Investment Bank. He was subsequently promoted to Associate and Director levels while focusing on M&A execution for Midwest industrial companies. Prior to UBS, Aaron worked at American Appraisal Associates, where he provided independent business valuations and purchase price allocations for tax and accounting purposes.

Aaron earned a Bachelor of Science degree in finance from the College of Commerce and Business Administration at the University of Illinois at Urbana-Champaign, where he graduated with high honors.



Mark Jones-Pritchard, Vice President
LINCOLN INTERNATIONAL

Mark is experienced in advising clients on mergers and acquisitions, having worked on transactions for leading private equity firms, public companies and privately owned businesses. His work has focused on a wide range of mid-market domestic and cross-border M&A transactions, including sell-side and buy-side transactions, restructuring transactions and other strategic advisory mandates.

As a senior member of the Consumer Group, Mark's focus on consumer sector companies is supported by diverse experience in executing transactions across a broad range of sectors, including business services and industrial.

Prior to joining Lincoln International, Mark spent two years with Deloitte Corporate Finance Advisory in London as an Associate Director where he focused on the consumer sector. Prior to this, he spent eight years with KPMG Corporate Finance working in the United Kingdom and Germany on a variety of transactions across the consumer and industrial sectors.

Mark has a first class honors degree in economics from Manchester University and qualified as a Chartered Accountant (ACA) with KPMG.

Keynote Speaker



Randi Zuckerberg

Bestselling Author, Founder & Chief Executive Officer of Zuckerberg Media and Former Head of Marketing at Facebook

Randi Zuckerberg is a New York Times Bestselling Author, the founder and Chief Executive Officer of Zuckerberg Media, a media and production company, and the Editor in Chief of *Dot Complicated*, an online community helping us navigate and “untangle” our wired, wonderful lives.

Randi recently released her first books with HarperCollins - The New York Times Best Seller, *Dot Complicated*, which addresses the multifaceted complications of our socially transparent world, and a children’s picture book, titled *Dot*.

As an early executive at Facebook, Randi created and ran the social media pioneer’s marketing programs. She led the company’s U.S. election and international politics strategy and created Facebook’s live streaming initiatives during the 2008 Presidential Inauguration. Randi was nominated for an Emmy Award in 2011 for her innovative coverage of the 2010 mid-term elections that integrated online and TV coverage in unique formats.

Since starting Zuckerberg Media, Randi has produced shows and digital content for PayPal, the Clinton Global Initiative, Cirque du Soleil, the United Nations, Bravo and Conde Nast, with many other projects in the works. Randi made her Broadway debut in March 2014, guest starring as Regina in the hit musical *Rock of Ages*.

Randi appears regularly on NBC’s *the TODAY show*, *Katie* and CNBC, and has also been seen on CNN, *Good Morning America*, Fox Business, Bloomberg News and ABC’s *World News*. She was also a correspondent for the 2011 Golden Globe Awards and the World Economic Forum in Davos. Recently, Randi was appointed to the United Nations Global Entrepreneurs Council and the World Economic Forum’s Global Council on Social Media.

Randi holds a bachelor’s degree in psychology from Harvard University and resides in Palo Alto with her husband Brent Tworetzky and their sons Asher and Simi.



B. Bonin Bough

Chief Media and eCommerce Officer
MONDELEZ INTERNATIONAL

B. Bonin Bough is the Chief Media and eCommerce Officer at Mondelez International. He is considered a transformative activator, known for leading some of the industry's largest and most innovative global media investments across digital, television, print and outdoors. He is unique in his commitment to forging partnerships with the industry's largest players including Paramount, ABC, Facebook, Twitter and YouTube, to name a few. He is credited as the leader in partnering startups with brands and executed the first-ever branded campaigns with Instagram, Foursquare, Co-Tweet and Radian6. More recently, Bonin has addressed talent as the largest transforming agent over the next decade and is championing the need for established companies to invest in their employees in order to better compete in the marketplace and move their businesses into the future. Bonin's passion for the new and nascent, as well as his expertise in the

mobile and media marketplace, led to the launch of two first of their kind corporate accelerators, PepsiCo10 and Mobile Futures. Bonin's initiative at the 2014 South by Southwest conference used 3D printing technology to create customized Oreo cookies in real time and has since changed the way individuals now view interactive technologies and social media.

Prior to joining Mondelez, Bonin spent more than three years overseeing global digital strategy at PepsiCo and worked as an executive vice president at Weber Shandwick. He was also a founding member and senior vice president of Ruder Finn Interactive. His success in the world of digital and mobile marketing has earned him a Cannes Lions GrandPrix award, a Webby and a SXSW Viewer's Choice award, among others. He was recently inducted into the American Advertising Federation's Advertising Hall of Achievement and can be found on lists including *Fortune's* 40 Under 40, *Fast Company's* 100 Most Creative People in Business and *Ebony's* Power 100. Bonin has also been a featured speaker at conferences including TED, SXSW, Ad:tech and the Milken Institute.

Thank You

On behalf of its Consumer Team, Lincoln International would like to extend a special thank you to Andy Dunn for the tremendous honor of his personal participation at our VIP Dinner, held on May 13th for conference presenters, sponsors and Lincoln employees.



Andy Dunn

Founder & Chief Executive Officer
BONOBOS INC.

Andy Dunn is the founder and Chief Executive Officer of Bonobos Inc., the parent company of e-commerce-driven apparel brands Bonobos, Maide by Bonobos and AYR. Since founding the company in 2007 with namesake menswear brand, Bonobos, Andy has worked to define a new model for vertically integrated fashion retail in the e-commerce era, providing a bundle of high quality, great-fitting clothes and a hassle-free shopping experience across brands.

Andy's innovative business model, driven by a great user experience and "ninja" customer service, has been featured in hundreds of publications, including *The New York Times*, *The Wall Street Journal*, *USA Today*, *Forbes* and *Entrepreneur*. He has appeared on *The Today Show*, *CNBC*, *Fox*, *Bloomberg TV* and *Mad Money with Jim Cramer*, among other local and national news shows. Andy was named to *Crain's* "40 under 40" list in 2013 and was listed as one of *Fortune's* "Rising Retail Stars" in 2012.

Prior to Bonobos, Andy worked as a private equity analyst at Wind Point Partners and as a consultant at Bain & Company in the U.S. and Latin America. Andy graduated from Stanford Graduate School of Business in 2007 and from Northwestern University in 2000. He also founded Red Swan Ventures, an angel investment firm focused on building great consumer Internet companies, is on the board of personal dating website, Hinge, and is founding board chair emeritus of education social enterprise, Blue Engine. While he lives in the West Village, he remains a loyal Cubs fan.



Amit Pandhi, Chief Executive Officer ARCTIC ZERO

Amit Pandhi is a man of hard data, statistics and Fit Frozen Desserts™. He comes from the world of private equity and investment banking, previously working on Wall Street in the mergers and acquisitions group of Oppenheimer & Co. Inc. where he advised on the sale and acquisition of deals worth more than \$1 billion.

Later, Amit became a founding member of multi-billion-dollar private equity firm HGGC where he directed and sourced various investment opportunities, developed investment theses on a number of businesses and industries and worked side-by-side with management teams. He also led the successful investment in Laser Business Solutions, which included the acquisition of equity interests in 11 portfolio companies.

Now, Amit works in the world of zero-guilt frozen desserts, taking a more active, hands-on role in the “scoop-to-nuts” development of a company. Enter Arctic Zero®, the pioneer of Fit Frozen Desserts without all the fat and calories. With explosive potential, a passionate team and a goal to become a major health and lifestyle brand, it was everything Amit had been looking for in a startup company. As Arctic Zero’s Chief Executive Officer, Amit’s key roles include overall strategy, risk evaluation and overseeing a continuously evolving, multi-dimensional and collaborative team.



Mike Indursky, President BLISS

Mike Indursky is the President of Bliss, the global and iconic spa and personal care well-being leader. Mike, a 25-year global personal care veteran, was the sole honoree for 2014’s Beyond Beauty awards, two-time winner of *Advertising Age’s* “Top Marketers of the Year” and *Women’s Wear Daily’s* “Most Innovative Marketer”, among other accomplishments.

Previously, Mike was the Chief Marketing and Strategic Officer of Burt’s Bees. During his tenure, he increased the brand’s relevance in the personal care marketplace via authentic, natural product innovation and a radical marketing strategy. His efforts led the company in increasing its enterprise value by \$750 million in its 2008 sale to Clorox. As an industry leader, Mike drove awareness of the natural personal care category by spearheading the development of the NPA’s first Standard for Natural Personal Care.

Before joining Burt’s Bees, Mike spent three years at L’Oréal where he was Vice President of Marketing for Maybelline, and helped increase its position versus second-ranked CoverGirl. That led to becoming Vice President of Marketing for Garnier, where he helped grow sales by over 60%. Prior to joining L’Oréal, Mike spent 12 years at Unilever, culminating in the position of SVP Strategic Planning and Marketing for Unilever Cosmetics, the \$800 million fragrance and cosmetics business.

Mike holds an MBA with a concentration in Marketing from New York University and a BA in Business Administration from Baruch College.



Greg Steltenpohl, Chief Executive Officer
CALIFIA FARMS

Greg Steltenpohl is Chief Executive Officer of Califia Farms, a company he co-founded in 2010 with a farmer's co-operative based in San Joaquin Valley, which is focused on creating healthy, delicious plant-based beverages. He has led Califia Farms to remarkable growth, making it the fastest-growing natural beverage company in the U.S. and the leading brand in the natural products coffee drinks category.

Greg is well-known as the founder and former Chief Executive Officer of Odwalla Inc., a leading U.S. supplier of fresh juice and nourishing beverages. Greg led the company through its transformation from a small start-up, to a publicly held corporation with an average growth rate exceeding 50% per year. In building the Odwalla brand, Greg was a pioneer in employing ideals of environmental sustainability, employee empowerment, creative corporate culture and community-based marketing. After Greg's departure in 2000, Odwalla was sold to Coca-Cola and remains one of the fastest growing brands in the Coke system.

Alongside Visa Founder, Dee Hock, Greg was also Co-founder and Chairman of the Interra Project. Interra supported localized markets for sustainable products by aggregating the buying power of like-minded consumers through loyalty-based payment card networks.



Calvin S. Johnston, Chief Executive Officer
CANDLE-LITE COMPANY

Calvin Johnston brings over 20 years of international and executive leadership in a diverse group of industries and ownership structures to Candle-Lite Company. With a strong background in consumer packaged goods, Calvin has successfully helped a number of companies transform their strategic visions and plans, resulting in superior financial and operating performance.

Calvin has developed a unique professional capability to help a challenged or distressed company regain a leading market position and achieve improved operating performance. The companies he has helped turnaround as President or Chief Executive Officer have included Russell Athletic Group, Leupold & Stevens, Galls and Zodiac Pool Systems. At the time of his appointment, each company was facing challenging operating and financial issues. Calvin was able to work with his management teams in crafting a new strategic roadmap, increasing operational performance through the implementation of continuous improvement and instilling a focused discipline in achieving the targeted business priorities.

Calvin began his career at Helene Curtis in 1986 and held a number of positions in sales, marketing and international relations. In 1998, he relocated to Europe and successfully led operations for both Brunswick and Russell Corp. Returning to the U.S. in 2005, Calvin has led several major manufacturing companies in the swimming pool equipment, sports optics, apparel and home décor and fragrance industries.

Calvin graduated from Northwestern's Kellogg School of Management in 1995 and the University of Florida in 1984.



Katie Fitzgerald, Manager, Business Development
CIRCLEUP

Katie Fitzgerald joined CircleUp after gaining substantial experience from positions in private equity and investment banking. CircleUp is an online investment platform connecting consumer product and retail companies with accredited investors. In 2013, CircleUp was named one of the top 5 most disruptive companies in finance by CNBC and is backed by Canaan Partners, Union Square Ventures, Google Ventures, Maveron and Rose Park Advisors.

At CircleUp, Katie works with early stage consumer companies in their fundraising processes and structures partnerships to provide companies with access to valuable resources beyond capital.

Prior to joining CircleUp, Katie was with H.I.G. Capital, a global private equity firm, where she focused on identifying and evaluating investment opportunities, executing transactions and working closely with portfolio companies across various industries and sectors, including consumer products. Earlier in her career, Katie was with Deutsche Bank, advising technology companies in mergers and acquisitions.



Timothy G. Fallon, Chief Executive Officer and President
COLUMBUS FOODS, LLC

Timothy G. Fallon has over 35 years of experience in operating food and beverage companies. At Columbus Foods, Inc., an Italian cured meats and deli meat producer founded in 1917 by two Italian immigrants, with operations in the San Francisco Bay area, he is leading a national and international expansion of this venerable West Coast brand of salame and deli meats. He has a demonstrated skill set of operating knowledge, sales, marketing and finance expertise which has been applicable to the private equity environment.

Prior to Columbus Foods, Tim was Chief Executive Officer of Kettle Foods, Inc., a leading snack-food manufacturer of natural and organic potato chips, tortilla chips and nut products. From 2002 to 2010 Tim was an operating executive and from 2002 to 2005 Chairman of the Board for Annie’s Homegrown. He also served as Chairman, Chief Executive Officer and President of publically traded water and office coffee service provider, Vermont Pure Holdings (VPH). Prior to VPH, Tim held senior level management positions in sales and marketing at Cadbury Beverages N.A. and Pepsi Cola Bottling, NY. He started his career in sales management with the Procter & Gamble Company.

Tim holds a BS in food marketing from St. Joseph’s University and an MBA from Temple University in Philadelphia.



Hassan Alireza, Chief Executive Officer and Founder
THE DAILY CRAVE

Hassan Alireza’s background began in 1984 as a merchandiser for a Northern California Distributor, Gourmet Specialties, leaving the company as their general manager to start his own sales and marketing company. In 1997, Hass established his own brokerage firm specializing in natural and specialty foods in California called Global Sales and Marketing. Hass represented product lines such as Newman’s Own Organics, Twining’s teas and many other up-and-coming specialty and natural foods companies.

In late 2011, Hass saw a tremendous opportunity in a “better-for-you” snacks category as well as other high-volume consumable segments, such as cookies and crackers. He combined great ingredients, attributes and value into a very distinctive package and, as they say, “the rest is history”.

Natural Intentions was founded in late 2011, and The Daily Crave brand was created and started doing business in May of 2012. The Daily Crave is now sold in more than 11 countries as well as airports, airlines, club stores and thousands of grocery, natural and specialty food stores in the U.S.



Dr. Lucy Gibney, Chief Executive Officer
DR. LUCY’S

Dr. Lucy Gibney is a physician, entrepreneur and Chief Executive Officer. She launched the food brand Dr. Lucy’s in 2007 with its own manufacturing facility and has grown the business to become a leader in multiple channels of the gluten free and food allergy friendly market.

Lucy leads in all areas of the company, focusing primarily on R&D, food safety, branding, business strategy and most importantly, in building and facilitating a strong team. Since 2011, LaSalle Capital has been the financial partner of the company.

Lucy holds a bachelor’s degree in economics from the University of North Carolina at Chapel Hill and a medical doctorate from Eastern Virginia Medical School. She is board certified in Emergency Medicine and lives in Norfolk, Virginia with her husband, son and beloved dog.



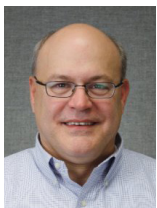
Matt Howard, Chief Executive Officer and Co-founder
EATSTREET

Matt Howard is the Chief Executive Officer and Co-founder of EatStreet, an online ordering platform that connects restaurants with diners. EatStreet offers restaurants custom websites, mobile apps, Facebook ordering and digital marketing services. Founded in 2009, EatStreet has expanded to over 150 cities and 15,000 restaurant accounts under Matt's leadership. His primary responsibilities include driving the strategic vision of the company, spearheading business development initiatives and overseeing all expansion efforts.

To date, Matt has raised \$12.7 million in three rounds of funding. He leads an ever-growing staff of 80 employees out of EatStreet's headquarters in Madison, Wisconsin.

Matt received his undergraduate degree in Economics and Political Science from the University of Wisconsin in 2011. He is active in the Wisconsin startup community and enjoys helping Gener8tor as a mentor to its companies. Matt was named to *Madison Magazine's* 2013 "M List," honoring entrepreneurial excellence.

Outside of EatStreet and the startup community, Matt enjoys traveling, snowboarding and spending time with friends and family. His favorite food to order locally on EatStreet (delivery of course!) is Pad Thai from Bandung Indonesian Restaurant.



Steven Brigham, Chief Executive Officer
EB BRANDS

Steven Brigham joined EB Brands as Chief Operating Officer in November 2009. In November 2012, Steven transitioned into the Chief Executive Officer role as part of the organization's succession plans.

Prior to EB, Steven spent five years at Brookstone Company as Vice President, Supply Chain and Chief Information Officer. Prior to Brookstone, he was Vice President and Chief Information Officer of Timberland.

He has also held officer level positions in information technology, supply chain and operations at Adaptive Broadband, Bausch & Lomb, Fay's Drugs and Health Care Data Systems.

Steven earned a Master of Business Administration degree from the University of Rochester and a Bachelor of Science degree in computer science from Syracuse University.



Robert Perrye, Partner
GARDEN FRESH GOURMET

Robert Perrye joined Garden Fresh in 2002 when it was a small regional snack food company specializing in all natural refrigerated Salsa and Tortilla Chips. Over the past 13 years Garden Fresh has experienced phenomenal success, growing from \$4.5 million in sales to more than \$100 million. Today, Garden Fresh is the #1 fresh salsa manufacturer in North America, producing over 85 tons of salsa per day, the 3rd largest hummus producer and the #1 deli tortilla chip producer. It also produces a complete line of premium dips.

Bob is also a founding partner of P.O. Food Specialists, a firm designed to work with emerging companies looking to enter the CPG market. P.O. Food Specialists has developed and launched numerous items to both regional and national chains.

Prior to 2002, Bob was a partner in Global Culinary Solutions, now known as Smithfield Innovation Group, a product development and co-manufacturing firm. Global Culinary Solutions developed a wide range of items for numerous top-tier firms such as Smithfield, Sara Lee, Schwan's, Wal-Mart and Omaha Steaks, as well as for various retailers.



Claudia Hollingsworth, Chief Executive Officer GUMP'S

In July 2012, Claudia Hollingsworth joined Gump's, the legendary San Francisco-based business, whose 154-year history is the foundation of a multi-channel enterprise specializing in luxury gifts, artful objects, home décor and apparel.

Prior to Gump's, Claudia was the Chief Executive Officer of i2CEO, a consulting firm concentrating on growth oriented consumer products businesses. Before i2CEO, she was President of H.D. Buttercup, Los Angeles' largest and most eclectic home furnishings retailer. Claudia has an extensive background in the gold and silver jewelry business. She has served as Chief Executive Officer and President of GBH, a Paris and New York based niche jewelry manufacturer and distributor, honing skills in currency and precious metal commodity exchanges. She was President and Director of Michael Anthony Jewelers, an American Stock Exchange company, and Senior Vice President of OroAmerica, she was part of the executive team that took the company public on the New York Stock Exchange. Claudia has worked with companies employing up to 800 people; has procured product in China, Europe and the United States; and has experience manufacturing in the U.S., South America, Europe and the Caribbean basin. She has led sales teams who sold to more than 50 countries globally and has supplied the most recognized names in American retailing.

Claudia trained with Federated Department Stores where she spent seven years at Bullocks Wilshire in various merchandising roles.



Peter DeNunzio, Chief Executive Officer HELLOWORLD

Peter DeNunzio brings more than 25 years of experience in marketing services and technology to marketing solutions company HelloWorld, which provides digital promotions, loyalty and mobile messaging to the world's best brands, including Microsoft, Starbucks, Coca-Cola and Kraft. He is a recognized leader in cross-channel marketing, with a unique background that spans branding, direct, data and digital marketing.

Prior to joining HelloWorld, Peter was General Manager at Experian CheetahMail, the leading email service provider for the world's top brands. He has also successfully led marketing services organizations, including OgilvyOne, Draftfcb and Aimia's Carlson Marketing loyalty business.

Peter graduated from Princeton University and received his MBA Dean's List from Columbia Business School, where he serves as Board Member for the Center on Global Brand Leadership.



Scott Allan, Chief Executive Officer HYDRO FLASK

Since 2012, Scott Allan has been Chief Executive Officer of Hydro Flask, a premium water bottle, coffee flask and beer growler brand, headquartered in Bend, Oregon. Scott has over 25 years' experience creating new categories and commercializing products within both startups and multi-billion dollar companies. Scott has specific expertise in marketing strategy, building high performance teams and managing rapid growth within the consumer products, mobile and payment industries.

Previously, Scott was Senior Director of Marketing for the mobile transactions business of NXP Semiconductors, the technology behind Apple Pay; Chief Executive Officer of TriniTEQ, an Australian handheld restaurant ordering system developer; Vice President, General Manager of the Motorola Solutions payment and kiosk business; and Chief Operating Officer for a Silicon Valley payment venture. Scott earned his bachelor's degree in mechanical engineering from the UC Berkeley and MBA from Northwestern University.

Besides leading Hydro Flask, Scott enjoys mountain biking, snowboarding, golfing, home brewing and travel with his wife Annie and four children. Scott's favorite Hydro Flask product is the 64oz growler, "Because it is great to show up to a BBQ with cold, brewery fresh beer to share!"



Jonathan Rubinstein, Chief Executive Officer / Owner
JOE

Jonathan Rubinstein began his career as a talent agent in New York City in 1999, during which time he grew fond of the art of coffee and noticed that many of the city's popular coffee shops did not put enough focus on the quality of the coffee being served. In 2002, he left the entertainment field to open the coffee shop, Joe, on Waverly Street, with a commitment to producing the highest quality coffee beverages. In June 2012, Jonathan published *Joe: The Coffee Book* through Globe Pequot Press.

In his free time, Jonathan consults for restaurants on their coffee service and gives lectures on coffee and espresso. He has appeared on PBS's *Nightly Business Report*, Hallmark Channel's *Emeril's Table*, *The Martha Stewart Show* and ABC-TV. He holds a Bachelor of Arts degree from Skidmore College and a Master of Arts degree from John Carroll University.



Brandon Wall, Chief Operating Officer
JOE

Brandon Wall joined Joe in 2013 as Chief Operating Officer. Brandon is responsible for overseeing all financial and operational initiatives, driving strategic growth opportunities and leading the Company's aggressive entry into the wholesale coffee segment.

Prior to Joe, Brandon worked in investment banking, executing mergers and acquisitions, private placements and high-yield debt transactions. He also managed financial strategy and planning for the nation's second largest video rental retailer before going to work at Lorne Michaels' production and distribution company, where he spearheaded strategic finance and acquisitions.

Brandon holds a Bachelor of Science degree in Business Administration from Georgetown University.



Aaron Kramer, President and Chief Executive Officer
KWIK TEK, INC.

Aaron Kramer was born and raised in Buffalo, New York, and earned an Evans Scholarship in 1973. He skipped senior year of high school and moved to Colorado at age 17 to attend the University of Colorado, Boulder. When he graduated in 1978 with a BS degree in environmental conservation, Aaron's plan was to be an avalanche forecaster for the U.S. Forest Service. After a brief internship with the Forest Service, Aaron decided that getting up at 4am to dig snow pits in the cold, for very little money, was not for him.

In 1984, Aaron and a small group of investors founded Case Logic, a consumer electronics accessory company. In addition to sitting on the board of Case Logic, Aaron started AFK International to produce and import components for Case Logic to help facilitate its rapid growth. AFK International also designed and imported outdoor products for Cabela's, Bass Pro Shops and others.

He founded Kwik Tek Inc. in 1991 with a small group of friends. He has been President and Chief Executive Officer of Kwik Tek from 1991 to the present. Aaron is the proud father of 2 teenage sons, Ben and Jake. When not running Kwik Tek, he enjoys snow skiing, mountain biking, hiking, boating, traveling and entertaining.



Darrell S. Ross, President and Chief Executive Officer
LUXURY BRAND HOLDINGS

Darrell S. Ross is President and Chief Executive Officer of Luxury Brand Holdings, a multi-channel retailer of fine jewelry. The company operates two prestigious brands: Ross-Simons, a leading direct-to consumer jeweler, and Sidney Thomas Jewelers, the upscale retail division located in 9 bespoke malls on the East Coast.

Ross-Simons was established in 1952 by Darrell's parents, Sidney and Lillian Ross. They founded the company with the mission to provide luxury items at an extraordinary value. Darrell has maintained the founding philosophies and the company's entrepreneurial spirit, and under his leadership, the company has grown from a 2-store enterprise in Rhode Island into one of the country's leading jewelry retailers. A marketing visionary, he mailed the company's first jewelry catalog in 1981, and was a pioneer in e-commerce, launching the company's first transactional website in 1997. In 2012, he introduced the high-end Sidney Thomas brand as a luxury complement to the legacy Ross-Simons brand.

Darrell has a Bachelor of Arts degree in economics from Yale University, as well as a JD degree from Harvard Law School.



Ted Longacre, Chief Executive Officer
MESA FOODS

Ted Longacre has 30 years' experience in the food industry. He began his career with ConAgra Foods Grain Processing Company, holding positions in manufacturing, accounting, credit management, sales and general management. Ted spent the last 8 years at ConAgra building a tortilla business which grew from zero to \$50 million in revenues. During his period as President of Casa de Oro Foods, he acquired Mesa Foods in Louisville, Kentucky.

In 2004, Ted and an investment company purchased the Tortilla business from ConAgra. In 2008, he, along with partners Chuck Sinon and Charlie Kraut, purchased the Louisville Facility, at which time the company returned to its original name of Mesa Foods. Over the next 4 years Ted changed Mesa Foods' business model from restaurant and foodservice to private label and contract manufacturing. During this period the company's sales doubled.

In July 2013, the principals of Mesa partnered with Encore Consumer Capital. As Chief Executive Officer, Ted continues to manage Mesa Foods. Mesa Foods has enjoyed 10% plus sales growth and 20% growth in EBITDA.



Tim Schaeffer, Senior Vice President, Marketing & Operations
MINERAL FUSION NATURAL BRANDS, LLC

Tim Schaeffer's early background began in the sciences within the fields of marine ecology, population genetics and cancer research. In 2001, Tim began applying his scientific training to business and joined Avalon Natural Products (d.b.a. Avalon Organics and Alba Botanica) as the company's brand manager from 2001 through 2007, launching over 100 new items. Avalon Organics and Alba became the leading hair and skin care brands within the natural channel during this time period, ultimately selling for \$120 million.

Joining Mineral Fusion in 2009, Tim repositioned, redesigned and expanded the brand while overseeing vendors, inventory and general operations. From 2009 through 2015, Tim directed the launch of over 150 new Mineral Fusion products in an effort to both expand the existing cosmetics line and grow it into new categories (e.g., skin care, hair care and nail care). As of 2015, Mineral Fusion is firmly established among the top selling and fastest brands in the natural channel.

Tim possesses a BS in marine biology from California State University Northridge, an MS in marine science from Moss Landing Marine Laboratories and an MBA from The George Washington University.



Ken Chen, Co-Founder
NATUREBOX

Growing up in the family restaurant business, Ken Chen was exposed to delicious food and a strong work ethic at a very young age. The entrepreneurship bug bit early, and Ken built and sold computers in high school and flipped his first house at age 19, using several credit cards to fund his efforts. After high school he went on to Babson College, where he met NatureBox Co-Founder, Gautam Gupta. Upon graduating Babson, Ken worked on Wall Street acquiring and managing Manhattan commercial real estate for JP Morgan, where he developed a strong finance and corporate pedigree. Ken left JP Morgan to form W Media, an online marketing upstart, which he grew to an eight-figure business within two years. In 2011, Ken reunited with his best friend, Gautam, to co-found NatureBox and launched the company in January 2012.

Ken resides in San Mateo, CA, a short drive from NatureBox's San Carlos headquarters. In his free time, Ken, a born competitor, enjoys playing basketball and consciously seeks to recognize every moment for what it is: an opportunity.



Gautam Gupta, Co-Founder and Chief Executive Officer
NATUREBOX

Gautam Gupta's entrepreneurial ambition sparked at a young age, leading him to attend Babson College, an academic haven for aspiring entrepreneurs. After graduation he joined General Catalyst Partners to drive early stage consumer investments for the firm, playing a key role in several major deals, including GoodData, PlumDistrict, BigCommerce, Shareaholic, Honest Company and FriendBuy. In January 2012, he left the firm to launch NatureBox alongside Co-Founder Ken Chen. NatureBox has quickly become one of America's fastest-growing food brands and shows no signs of slowing down.

Gautam resides in San Carlos, California, a short walk from NatureBox's headquarters. In his free time, he enjoys mentoring aspiring entrepreneurs and also remains actively involved in the consumer market, as a personal investor in FriendBuy, CompStak, Dunwello and the Haystack Fund.



Shaun Neff, Founder and Chief Executive Officer
NEFF HEADWEAR

Shaun Neff, born and raised in Southern California, was intrigued at a very young age by branding and what actually attracted consumers to different brands. The Neff brand began during his years attending Brigham Young University while selling t-shirts out of his backpack.

Shaun realized that pro snowboarders were unable to wear his product due to conflicting brand sponsorships; that's when Neff Headwear was born. Digging into contracts, he discovered that there was nothing written about headwear; it was geared toward clothing. He quickly began purchasing blank beanies from the dollar store and writing his last name on them with a sharpie.

In 2012, Shaun launched the initiative, Neff Hope, where he teamed up with Scarlett Johansson to raise donations for City of Hope. In February 2014, Neff partnered with Kate Upton to raise money for Stand Up to Cancer. On the side, Shaun has been a youth consultant for Sony Electronics for multiple years and helped start Electric Run, a 5K race that sold after 16 months and turned 15 million dollars in revenue the first year. Currently, Shaun is partnered with NBA MVP Kevin Durant to launch Neffwear, an active lifestyle underwear brand that goes live this holiday season.



Todd Beckman, Co-Founder and Chief Operating Officer
NEXTFOODS / GOODBELLY

With more than 20 years of senior management experience in food and consumer packaged goods, Todd Beckman is a spirited leader in the natural products industry and brings a comprehensive breadth of knowledge to his role at NextFoods and its GoodBelly brand.

Todd co-founded NextFoods along with business partner Steve Demos in 2006. Steve is the Founder of WhiteWave Inc. and the creator of Silk Soymilk. Steve is a globally-recognized organic foods pioneer. As Steve’s right-hand man from conception, to naming, through development and beyond launch, Todd is a Renaissance man at NextFoods, continuing to drive product innovation, business development and supply chain efficiencies.

Prior to launching NextFoods, Todd was an integral part of the success of WhiteWave where he served as the Senior Vice President of Strategic Planning. He was a key player in the company’s growth that expanded from \$135 million to \$375 million in the span of just 36 months. Todd’s role at WhiteWave included leading new business development efforts and managing all facets of the supply chain, from materials, to manufacturing and distribution. Before joining WhiteWave, Todd spent 13 years at Tetra Pak, a world leader of food processing and packaging, holding positions in several U.S. markets as well as Sweden.

Todd holds a Bachelor of Technology degree in electrical engineering from the Rochester Institute of Technology and the title “Master of Puns” in the NextFoods office.



Mike Henry, Chief Executive Officer
OUTRIGGER MEDIA / OPENSULATE

Mike Henry is a leader in the digital evolution of brand advertising. He founded Outrigger in 2009 and has since built the company into the definitive source of content and quality metrics for online video. Through its OpenSlate analytics platform, Outrigger today measures all ad-supported content on YouTube and helps blue chip marketers develop and execute successful media and marketing campaigns on the platform.

Mike previously led digital ad sales at *The Wall Street Journal* and was the Chief Revenue Officer at Veoh, a pioneer in native digital video monetization. Mike’s previous speaking engagements include iMedia Video Summit, IAWTV CES Panel and Cynopsis Media Digital Measurement Summit.



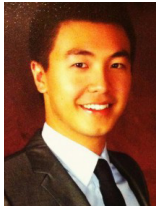
Iain J. Whyte, Chief Executive Officer
PELICAN WATER SYSTEMS

Iain Whyte has been Chief Executive Officer of Pelican Water Systems since February 2014. He brings more than 25 years of international management experience in the consumer appliance sector, more recently in the direct marketing and selling sectors. Iain’s expertise in growing businesses through new product introduction, channel development, customer engagement and operational initiatives are now benefiting Pelican as it expands into new market segments. Under Iain’s leadership, Pelican has developed a trade channel product line branded Enviro Water Products and is in the process of building a retail platform for the Pelican brand.

Pelican as it expands into new market segments. Under Iain’s leadership, Pelican has developed a trade channel product line branded Enviro Water Products and is in the process of building a retail platform for the Pelican brand.

Prior to joining Pelican, Iain was Chief Executive Officer of Premier Care in Bathing for 6 years and was North American President for the Aga Foodservice Group, PLC, a global leader in the luxury appliance and foodservice equipment industry.

Iain graduated with a First Class Honors Degree from the University of Abertay, Dundee, Scotland. He currently lives in Florida with his wife Sue and two daughters.



Kyle Wong, Chief Executive Officer
PIXLEE

Kyle Wong is the Chief Executive Officer and Co-Founder of Pixlee, a content marketing platform that helps brands leverage visual content generated by their customers to improve product marketing and help drive sales. Pixlee works with over 100 customers, including top brands such as Converse, UGG Australia, Mattel, Charlotte Russe, Marriott Hotels and AMC Theatres, to drive higher online conversion, increase performance of owned media and create a more authentic brand experience.

Kyle attended Stanford University and co-founded Pixlee out of his dorm room in 2012. He is a mentor for the Stanford Accelerator (StartX) program, where he advises several early-stage, VC-backed tech startups. Kyle has been featured in *Forbes'* 30 Under 30 List and is a regular speaker and domain expert on influencer marketing and driving consumer engagement through social media. He is also an active contributor for *Forbes* and *Fortune Magazine* where he writes on digital marketing, entrepreneurship and various leadership and career topics.

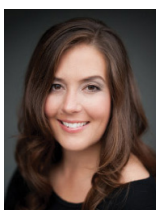


Hayden Slater, Co-Founder & Chief Executive Officer
PRESSED JUICERY

Hayden Slater started Pressed Juicery, California's leading cold-pressed juice company, in 2010 with his two childhood friends, Hedi Gores and Carly de Castro, with the goal of making high nutrition available to everyone.

While working in production, Hayden took a trip to Southeast Asia which began with a five-day juice cleanse that ended up lasting 30 days. He returned looking and feeling better, but still wasn't thriving. That's when he found the clarity and energy he was looking for in cold-pressed juice and soon realized that he wanted to funnel his passion for health and wellness into a full-time job. From there, Pressed Juicery was born in a small broom closet in Brentwood in West Los Angeles. By selling juices created from the highest quality seasonal ingredients and relying on word-of-mouth for advertising, Pressed Juicery soon developed a passionate following. Today, Pressed Juicery has more than 30 retail locations throughout California and recently launched in the New York market. In 2014, the founders published their first book, *JUICE*, sharing recipes and stories about juicing to inspire a larger audience to learn more about wellness.

Hayden was a 2014 Ernst & Young Entrepreneur of the Year finalist and has been featured in *Vanity Fair*, *Fast Company*, *The Hollywood Reporter* and more. He is a graduate of New York University.



Amy Holyk, Founder and Chief Executive Officer
PRETZEL PERFECTION

Amy Holyk started Pretzel Perfection as a sole entrepreneur out of her kitchen and, using great ingenuity, built Pretzel Perfection into a well-respected company nationwide. Amy's vision, realized after receiving positive feedback of the clusters she made for her children's school events and parties, gave her the initiative to create Pretzel Perfection in 2008. It is her mission to provide unique, gourmet and premium gluten free products that can be enjoyed by everyone without worry.

Amy is committed to always sourcing higher quality, all-natural ingredients to ensure her products will always be safe for those who eat gluten free, as well as free of artificial flavors, artificial colorings and preservatives. Pretzel Perfection is helping consumers face dietary restrictions with a line of pretzel snacks and treats made with premium ingredients.

Pretzel Perfection has achieved a conservative 1,600% sales increase since launching its gluten-free line in 2012. The key accounts contributing to this high percentage are Target, Costco (both domestic and international), Sams Club, Google and WAWA among others. Pretzel Perfection expects this trend to continue based on numerous launch dates set for the summer of 2015.



Benjamin Fleischer, Founder and Chief Executive Officer **PYURE BRANDS, LLC**

Benjamin Fleischer is the Founder and Chief Executive Officer of Pyure Brands, LLC, a leading independent supplier of the all-natural sugar substitute known as stevia. Since 2008, Ben has been at the forefront of innovation within the stevia industry. His company was the first to develop and sell an organic certified and non-GMO verified tabletop stevia sweetener, and their stevia extract provides the sweetening solution for over 500 reduced sugar and sugar-free food and beverage products. Today, Pyure Brands stevia sweeteners are found in more than 20,000 retail locations from coast to coast, including trusted retailers like Wal-Mart, Whole Foods, Wegman's and Costco.

A Rochester native, now based in Naples, Florida, Ben serves as an entrepreneurship coach at Florida Gulf Coast University and sits on the Lutgert College of Business Management and Marketing Advisory Boards. He is a three-time finalist of the Florida Small Business Development Center Distinguished Entrepreneur Award, and Pyure Brands sits at #528 on the INC 5000 list. Through his company's Pyure Promise initiative, he supports a number of diabetes and health-related causes. With consumer health and wellness at the forefront of his mission, Ben plans to continue shaping the next generation of all-natural food and beverage products well into the future.



Thomas Finn, Founder **READY ROAST NUT COMPANY**

Thomas Finn has significant experience in the nut industry; currently owning and operating Global Nut Company, a value-added brokerage and import/export company, founded in 2001 following a successful career at Planters/Nabisco where he was the Director of Commodities. In 2006, Tom and his partners founded Ready Roast Nut Company to address the growing demand for value-added tree nuts. The company operates as an industrial supplier, co-manufacturer and private label manufacturer. Madera Quality Nut, a leading supplier to the ice cream trade, was acquired in October 2007. Operations include: high specification nut dry roasting, oil roasting, salting/flavoring, dicing, slicing and nut butters.

Tom is a Trustee for the Western Growers Association Assurance Trust; Western Growers Association is the nation's leading agricultural trade association. The Assurance Trust offers its members comprehensive health coverage with an impressive range of features and options at the best price.

Tom earned a bachelor's degree in Finance from Iowa State University and a MBA in Marketing/Risk Management from Wake Forest University.

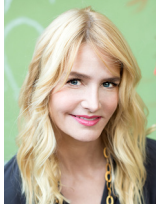


Smári Ásmundsson, Founder and Chief Executive Officer **SMÁRI ORGANICS**

A native Icelander, Smári Ásmundsson graduated from business school in Iceland, then moved to California to study photography. He became one of the most successful commercial photographers serving the advertising industry, traveling the world photographing national and global campaigns for clients including Volkswagen, Morgan Stanley, Rolex and Timberland, among others. He has won about every award available for advertising photography and was named one of the 200 Best Advertising Photographers Worldwide for four years running.

A few years ago, Smári became a father. He began thinking about what to feed his son and wished more foods were tasty enough to make a child happy and healthy enough to make a parent feel good. In 2010, he decided to combine his passion for food, his business education and his Icelandic heritage to introduce the first Organic Icelandic Yogurt to the U.S. market. Smári learned the art of making authentic Icelandic skyr, as yogurt is called in Iceland, from an 82-year-old yogurt craftsman and in 2011 Smári Organics was born. His advertising, marketing and design background, and his industry contacts, help shape the brand identity of Smári Organics.

In his spare time Smári raises chickens, cures prosciutto and makes cheddar cheese, in addition to being a father.



Courtney Nichols Gould, Co-Chief Executive Officer and Co-Founder SMARTYPANTS VITAMINS

For the last four years, Courtney Nichols Gould has served as Co-Chief Executive Officer and Co-Founder of SmartyPants, the leading provider of premium all-in-one gummy vitamins. Her experience is in creating an idea and shepherding it through to launch and beyond, and she remains an active advisor and angel investor to start-ups across a variety of industries.

Courtney is very committed to SmartyPants improving the lives of its customers, as well as those who would benefit most but can least afford supplementation, through its 1-for-1 partnership with Vitamin Angels. With one million matching grants made to date, the company's new goal is ten million grants made in the next three years.

Prior to SmartyPants, Courtney was founding Chief Operating Officer of FlyClear, the first fast pass in airport security. In addition to an obsessive love for designing and building things that focus on complex problems, Courtney is a lifelong equestrian, a haphazardly devoted meditator and a long time New Yorker, now living in the ever-flowering neighborhood of Venice Beach, CA. She is also a proud stepmom to two amazing kids. She is awed by and incredibly grateful to her inspiring co-founder and husband, Gordon Gould.

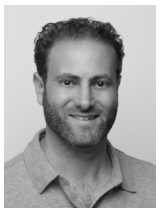


Johann Clapp, Managing Partner THREESIXTY GROUP

Johann Clapp is one of the managing partners of ThreeSixty Group, which he co-founded in 2000 with his college roommate and good friend Kirk McLean. Over the past 15 years, he managed the transformation of ThreeSixty from a three-person company working out of a borrowed backroom into a 400-person organization serving the world's largest retailers. Today, ThreeSixty's global footprint spans from its domestic headquarters in Southern California to its Asia headquarters in Hong Kong, with China offices in Guangzhou, Shanghai and Ningbo.

ThreeSixty Group is a high growth platform that markets cohesive programs of consumer products across multiple categories to the largest U.S. retailers. ThreeSixty has consistently achieved strong growth over many years by leveraging its vertically integrated platform to ideate, design, source and market consumer products offering an exceptional value to consumers. In turn, ThreeSixty has continued to drive strong traffic, sales and sell through for its retail customers, which have more than 70,000 stores nationwide.

Johann graduated magna cum laude and Phi Beta Kappa from the University of California at Irvine, where he received a BA in psychology.



Adam Gromfin, President THREESIXTY GROUP

Adam Gromfin is the President of ThreeSixty Group. Adam joined ThreeSixty in 2008 as General Counsel and immediately turned his attention toward building the department into a worldwide organization capable of servicing the company's diverse needs. Prior to joining ThreeSixty, Adam practiced as antitrust litigator and appellate advocate at Heller Ehrman in San Francisco. Adam twice was nominated as General Counsel of the Year by the Orange County Business Journal.

In 2011, Adam quarterbacked the merger that formed ThreeSixty Group into one of the world's only vertically-integrated, cross-category, general merchandise retail suppliers. Subsequently, Adam has taken an active role in the company's growth by quarterbacking sundry post-merger integration projects, defining and managing key strategic development initiatives and managing the company's international relationships with its lender and key licensors.

Now President, Adam has completed the migration out of the Legal Department to become a key business leader, overseeing the company's largest global initiatives.

Adam received his JD from Harvard Law School. He is a Phi Beta Kappa graduate of The University of California at Berkeley, where he received a dual BA in political science and rhetoric.

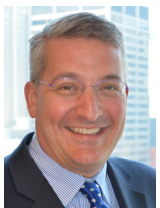


Kirk McLean, Managing Partner
THREESIXTY GROUP

Kirk McLean is one of the managing partners of ThreeSixty Group, which he co-founded in 2000 with his college roommate and good friend Johann Clapp. Over the past 15 years, he managed the transformation of ThreeSixty from a three-person company working out of a borrowed backroom, into a 400-person organization serving the world's largest retailers. Today, ThreeSixty's global footprint spans from its domestic headquarters in Southern California to its Asia headquarters in Hong Kong, with China offices in Guangzhou, Shanghai and Ningbo.

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Kirk graduated magna cum laude and Phi Beta Kappa from the University of California at Irvine, where he received a dual bachelor's degree in economics and international studies.



Michael Alter, Chief Executive Officer
THE TIE BAR, LLC

Founded a decade ago on the premise that a well-made tie shouldn't cost a fortune, The Tie Bar has become the go-to destination for cool men's accessories. Prior to Tie Bar, Michael Alter was a Co-founder and Chief Executive Officer of SurePayroll, a SaaS technology company that is now a wholly owned subsidiary of Paychex®. Michael co-founded SurePayroll in 2000 after six years with McKinsey and Company, where he was a co-founder and leader of its Service Operations Practice. Prior to receiving his MBA from Harvard Business School, Michael worked in various sales positions at IBM. He holds a bachelor's degree in economics from Northwestern University.

Michael is also an active board and advisory board member for leading industry and entrepreneurial organizations including: Board Member for Nambe, a leading design and lifestyle brand known for their award-winning tabletop giftware; MAX Systems, the SaaS leader in Mobile Showroom and Digital Performance Management for Auto Dealers; and Chicago Chapter Officer for the Young Presidents' Organization.

A past recipient of the Illinois Technology Association CityLIGHTS CEO of the Year Award, Michael has been a nationally recognized spokesman on business issues, having served as a columnist for INC.com and appearing regularly in media outlets nationwide, including Bloomberg TV and *The Wall Street Journal*.



Matthew Fisher, Chief Operating Officer
TRISTAR PRODUCTS, INC.

Matthew Fisher guides Tristar Products' growth, focusing on sales, operations and strategy. He has been instrumental in expanding Tristar's retail business and extending Tristar's brands, including Genie and Fusion Life Products, which includes the Jack Lalanne Juicer and it's latest brand, Copperwear. The Genie brand is now one of the largest intimate apparel brands in the industry with the Genie bra becoming the #1 bra in America within 24 months of its initial launch.

Prior to Tristar, Matt served as Executive Vice President of Sales at LiveOps, Inc. with responsibility for all of the North American sales activities covering the LiveOps Contact Center Technology in the Cloud. Prior to that, Matt served as a General Manager and Executive Vice President of Agent Division at LiveOps, Inc. running the world's largest home agent call center. The Agent Division is an on-demand business process outsourcing (BPO) service which includes its high-performance contact center services and the LiveOps 20,000 independent contractors who provide high performance sales and service type work to LiveOps customers. Matt worked with Enterprises to develop a customer service using the award-winning Platform, Applications and Talent suites that are offered by LiveOps. during his time as General Manager, the business grew over 300%. Matt has served as the head of project management for Lycos Global Media group. He also worked with the core engineering team at Netscape, developing its internet browser and working on the first versions of Javascript. Additionally, he served as a Director of The Electronic Retailing Association.

Matt holds an MBA from the Haas School of Business at the University of California, Berkeley and a bachelor's degree in math from the University of California at Davis.

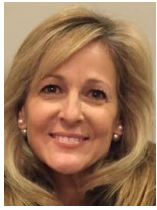


Aaron Jackson, President and Chief Executive Officer
WISE COMPANY, INC.

Aaron Jackson serves as President and Chief Executive Officer of Wise Company, Inc., a leading supplier of dehydrated and freeze-dried food for emergency preparedness and everyday use. Aaron is responsible for executing an aggressive company growth plan using sound, impact-driven strategies that drive results, innovation and customer engagement.

Aaron previously served as Vice President of Sales and Marketing at MOM Brands, leading teams focused on growing business in the competitive RTE cereal and oatmeal categories. During his tenure at MOM Brands, he played a key role in doubling the size of annual revenues and EBITDA. Today, MOM Brands is the fastest growing company in the categories in which it competes and recently sold to cereal maker Post Holdings Inc. Before joining MOM Brands in 2002, Aaron served in several roles at Tyson Foods, a Fortune 100 company, including finance, category management and sales and marketing.

Aaron is active in several industry associations such, as the California Grocers Association, Arizona Food & Marketing Alliance and the Illuminators, a non-profit organization dedicated to serving the grocery industry through education. Aaron and his family reside in Salt Lake City, UT.



Andrea Van Dam, Chief Executive Officer WOMEN'S MARKETING, INC.

Andrea Van Dam is the Chief Executive Officer of Women's Marketing, Inc., a media strategy and planning agency. Since joining Women's Marketing in 1996, Andrea has held key sales, management and executive positions before being named Chief Revenue Officer in 2009 and Chief Executive Officer in 2014. During challenging times for both agencies and media, she drove the company's multi-media transformation, established and nurtured media industry relationships and led tremendous new business growth. Andrea developed the agency-services offering and helped brands like StriVectin, Carmex, Timex and Moroccanoil succeed.

Andrea has evolved Women's Marketing into a fully integrated agency with a respected digital strategy and planning practice, expanding beyond beauty and fashion into all categories that matter to women, including food, home, health and wellness, while maintaining the company's dominant role as the third largest buyer of print in the United States.

Andrea serves as mentor to the Entrepreneurs Roundtable Accelerator in New York City and as an advisor to the Women's Business Development Council in Connecticut. She received her BA in communications from Adelphi University and lives in Ridgefield, Connecticut with her husband and daughters.



Paddy Spence, Chief Executive Officer ZEVIA

Paddy Spence is a 23-year veteran of the natural and organic industry, having served as Kashi's first head of sales and marketing before founding SPINS, the leading market research firm for the natural products industry. Cutting out sugar 15 years ago led him to purchase Zevia in 2010, a line of zero calorie sodas with no artificial sweeteners. Zevia has grown rapidly and is now the leading zero-calorie, naturally sweetened soda and the #14 low/zero calorie soda brand in U.S. supermarkets.

From 2005 to 2009, Paddy was President of Levlad, a personal care manufacturer known for its natural brand Nature's Gate. In 1995, he founded SPINS to introduce sophisticated marketing information services to the rapidly growing health and wellness industry. Paddy served as the company's Chief Executive Officer for eight years, tracking the sales of more than 300,000 natural and organic products, before selling SPINS to private investors in 2004. Prior to SPINS, Paddy served as the Vice President, Sales & Marketing for the Kashi Company from 1992 to 1995, a manufacturer of natural cereals. He has also held positions at Harvard Business School's Division of Research, the Center for Leadership and Career Studies at Emory University and United Parcel Service's International Marketing department.

Paddy holds an AB magna cum laude from Harvard College and an MBA from Harvard Business School. He resides in LA with his wife and two daughters and is an avid athlete, having completed in over 40 triathlons and trained in martial arts.

Presenting Companies



Arctic Zero was founded in 2010 and is headquartered in San Diego, CA. ARCTIC ZERO® is the pioneer of Fit Frozen Desserts™ without all the fat and calories. Handcrafted from premium ingredients, ARCTIC ZERO is low glycemic, lactose free, gluten free and GMO free. It's the perfect guilt-free pleasure whenever your sweet tooth strikes. ARCTIC ZERO's 150 calorie Creamy Pints and 80 calorie Chocolate-Dipped Bars offer everyone the chance to taste the sweet life with zero guilt, including those looking for a post-workout snack, watching their weight or following a special diet. ARCTIC ZERO is available at more than 12,000 natural and traditional grocers, including Kroger, Publix, Safeway, Sprouts Farmers Market, Walmart and Whole Foods Market as well as online at Amazon.com and arcticzero.com. For more information, please visit arcticzero.com or find ARCTIC ZERO on Facebook, Twitter, Instagram and Pinterest.



Bliss is a world renowned expert in spas, skincare and well-being. Famous for delivering the best facials, massages, body treatments, hair removal and nail services, these highly-effective treatments are turned into best-in-class products to make you look and feel beautiful, healthy and happy. It all started when Bliss opened its first New York City location in 1996 and revolutionized the industry by taking a completely different approach to spas, skincare and well-being. Bliss currently operates 21 spas around the world dedicated to transforming both your appearance and overall state of mind. The company's spa-powered products are now sold in over 30 countries. Behind these results is a team of the best techs on the planet and hundreds of expert aestheticians and massage therapists from six continents around the world who use cutting-edge skincare technology to develop state-of-the-art services and products that make you look and feel fabulous from head-to-toe. From the upbeat environment, pretension-free attitude and beloved brownies of the spas, to the powerful results you get from every spa service and product, everything Bliss does is aimed at empowering its guests to achieve a higher state of happy. For more information, please visit blissworld.com.



Califia Farms has a mission to deliver delicious and mindful nourishment through the agricultural bounty of California-grown fruits and nuts. The company tripled its revenues in the almond milk category from 2013 to 2014 and is a leader in the revolution to decommodify the food and beverage industry by creating innovative, healthy and great-tasting premium beverages that make it easy for consumers to go "plant-powered" and dairy-free without compromise. Founded in 2010 by a farmer's co-operative based in the San Joaquin Valley and headed by beverage visionary Greg Steltenpohl, Califia Farms is a uniquely Californian company. Its Bakersfield, CA manufacturing plant uses artisanal processes to create healthy and delicious plant-based beverages. It's eco-friendly, energy efficient and repurposes more than 90% of its post-production byproduct. Califia Farms is the fastest-growing natural beverage company in the U.S. and is also the leading brand in the natural products coffee drinks category. Visit califiafarms.com for more information.



Candle-Lite Company is America's oldest candle manufacturer, celebrating its 175th anniversary in 2015. The company produces, markets and sells a wide variety of products in the home décor and fragrance category. With a focus on traditional food, drug and mass merchant retailers, Candle-Lite is the market leader with over 30% market share. The company's headquarters are in Cincinnati, OH, and its 1 million square foot manufacturing and distribution facility is in Leesburg, OH. In 2014 Candle-Lite was purchased by Centre Lane Partners, a middle-market private equity firm. Since its acquisition, Centre Lane has invested in the automation of the company's operational processes and supported the company's new strategic vision to transition from a traditional manufacturing orientation to becoming a more consumer packaged goods company with a wide portfolio of brands and products. The company is also investing in expanding its international market presence. Visit candle-lite.com for more information.



CircleUp is an online investment platform providing accredited investors access to direct investment opportunities in high-growth consumer product and retail companies. For retail and consumer product entrepreneurs, CircleUp offers an efficient way to access a network of sophisticated investors as well as value added partners. Visit circleup.com for more information.



Columbus Foods, LLC has been a leader in the premium salame category for almost 100 years by maintaining the authentic Old World recipes brought over by its Italian immigrant founders. From the beginning, they were careful to select only the finest meats and to slow cure their salame according to traditions they had mastered back home. Today, Columbus is one of the most respected producers of fine foods in the country by bringing its passion for food and commitment to authentic Italian culinary traditions to life. In addition to authentic, 100% pork salame, a rich assortment of premium-quality deli meats made with the finest whole cuts of turkey, ham, beef and chicken are an important part of the portfolio. Also available are "better-for-you" options like no nitrites or nitrates added, reduced or low sodium, low fat and an all-natural line. All the salame and deli meats are gluten free and contain 0% trans-fat. Columbus products are available at specialty food stores, supermarkets, mass and club stores nationwide as well as online. Columbus Foods is a portfolio company of Arbor Investments. Visit columbussalame.com for more information.



The Daily Crave started doing business in May 2012 and has grown sales in double and triple digits ever since. Now a player in the "better-for-you" snack category, it is sold in thousands of outlets, from club stores to airports and airlines, as well as 11 countries from South Korea to United Arab Emirates. With a goal of reaching every consumer around the world, The Daily Crave is poised to continue the pace of growth for the foreseeable future. New and innovative products combined with great attributes in a distinctive package at a great value – that's what The Daily Crave is all about! Visit thedailycrave.com for more information.



Dr. Lucy's has been baking and marketing gluten-free, food allergy-friendly treats under the "Lucy's" brand since 2007. Founded by Dr. Lucy Gibney, with a mission to provide the best ingredients, nutrition, taste, texture and food safety for people with special diets, Lucy's has grown into a leader in the "free-from" cookie category over the last eight years. Lucy's delicious cookie and brownie products appeal to a wide variety of consumers who are looking for healthier snack options. Dr. Lucy began baking allergy-friendly treats for her son who was diagnosed with severe food allergies at a young age. After 2007, the company quickly outgrew its first commercial bakery in Norfolk, VA and has been growing ever since. In 2011, they partnered with LaSalle Capital, a food-focused investment firm. The brand is distributed widely in the natural and conventional grocery channels across the U.S. and has expanded to Canada, the U.K., Mexico and several other non-U.S. markets. Lucy's is also growing in the food service, private label and club store channels. Lucy's currently has seven year-round cookie flavors and several seasonal flavors. Plans for the future include new brownie crisp flavors and expansion into adjacent product categories. Visit drlucys.com for more information.



EatStreet was founded in 2010 by three students at the University of Wisconsin who were determined to connect restaurants and customers in exciting new ways. Through hard work, ambition and innovation, the EatStreet enterprise has grown dramatically in scale and scope. In four short years, EatStreet has evolved from a local website in Madison, Wisconsin, to the fastest growing online food ordering company in the country, servicing over 15,000 restaurants in more than 150 cities. To restaurant owners, EatStreet is a one-stop-shop for online ordering and marketing. By providing web, mobile and social products for online ordering, EatStreet generates new business for restaurants. Diners are rewarded with convenient ordering and exclusive specials while restaurants see their sales soar. EatStreet is partnered with some of the biggest names in the industry, including Yelp and Single Platform. Visit eatstreet.com for more information.



EB Brands is a designer and marketer of consumer products for the handheld exercise, personal fitness monitoring, travel and lifestyle accessories and gift markets. EB offers an exceptional platform upon which to add a variety of high-impulse accessories in numerous product categories. EB has become the leader and most valuable vendor in each niche category because it provides trusted brand names at value prices to the consumer, rapid turnaround to market, value-added services and high retail margins. Retail customers wanting to deal with fewer vendors turn to EB. Because of the Company's expertise in planogram design, as well as its ability to offer a full line of products in each of its categories, many retailers defer to EB on key decisions regarding product selection and inventory management. EB products are marketed under company-owned brands (SPORTLINE®, Valeo®, WeGo™, Perfect Solutions™ and Park Avenue™) and license arrangements with recognized brands such as Swiss Gear®, American Tourister®, P90X®, UFC®, Calmia® and Thermo-Tek™. EB's products are sold to virtually all of the largest and most recognizable retailers in the nation, including Wal-Mart, Kmart, Target, T.J. Maxx, Marshalls, Sears, Macy's and Bed Bath & Beyond, among others. Visit ebbrands.com for more information.



Garden Fresh Gourmet is based in Ferndale, Michigan. It is the largest producer of Fresh Salsa in North America, producing in excess of 85 tons of fresh salsa daily. Garden Fresh produces various brands including the Garden Fresh Natural label as well as the Margaritaville brand, The Fresh Salsa Co., Moe & Joe's, Maggie's and a wide variety of private labels for retail, club stores and food service clients. In addition to salsa, Garden Fresh is the 3rd largest Hummus producer in North America, the #1 Deli Tortilla Chip producer and produces a complete line of premium dips. Visit gardenfreshsalsa.com for more information.



Gump's 153 Years in the making, Gump's is a San Francisco icon. Gump's story is one of American history, from its beginnings in 1861 to its role in the cultural, social and economic life of San Francisco. Like San Francisco, Gump's is old and young, traditional and modern, serious and fun, Occidental and Oriental. Its character endears it to San Francisco and shoppers the world over. The treasures of faraway places, both contemporary and classic, are found at Gump's.

S. & G. Gump Company began during the California Gold Rush as a purveyor of mirrors and frames, and went on to become a premier source of Oriental treasures and European art, emerging as the epitome of good taste and San Francisco style. Gump's sells primarily luxury gifts, home furnishings and jewelry. The Gump's catalog was launched in 1936 and today mails 13 million catalogs among three titles to the country's most affluent zip codes. Well known throughout the country, over 45% of Gump's direct business revenues are currently transacted through our ecommerce channel. Today, Gump's has evolved into a multi-channel retailer with an iconic retail store and a two pronged direct-to-consumer business. The company is poised to capitalize on its rich heritage as it propels the legacy forward. For more information, please visit gumps.com.



HELLOWORLD

HelloWorld is a digital marketing solutions company working with the world's leading brands across all industry verticals. The company offers a powerful combination of native platform technology and marketing strategy to brands looking to accelerate growth and deepen customer impact. HelloWorld creates brand-consumer interactions through promotional campaigns to spark interest, loyalty programs to retain and reward and mobile messaging to continue the conversation. Founded in 1999 as ePrize, HelloWorld is one of the largest independent digital solution providers, with offices in Detroit, New York, Chicago, Los Angeles, Nashville, Phoenix and Seattle. HelloWorld's technology is behind highly effective local, national and global campaigns for clients such as Coca-Cola, Microsoft, the Gap and Procter & Gamble. For more information, please visit helloworld.com.



Hydro Flask is a fast growing brand shaking up the premium outdoor, natural foods, microbrewery and specialty coffee markets. Founded in 2009 in Bend, Oregon, the company capitalized on trends towards reusable products and healthy lifestyle by being the first to broadly commercialize a line of colorful, high quality water bottles incorporating thermos-type insulation to keep ice water cold for 24 hours. In 2011, Hydro Flask introduced the first double wall, vacuum insulated beer growler and subsequently expanded into coffee flasks and beer pints. Led by seasoned, fast growth outdoor and technology professionals, profitable since inception and with three year revenue growth of 1,891% through 2013, the company ranked #244 on the 2014 *Inc. 5000* list. Hydro Flask was also named by *Outside Magazine* as a 2014 Top 100 Places to Work. Today Hydro Flask sells through retailers REI, LL Bean, Whole Foods, New Belgium Brewing, Stone Brewing, Backcountry.com and Tully's Coffee as well as direct via hydroflask.com. The company's mission is to "Save the World from Lukewarm," and via its charitable arm, 5% Back, Hydro Flask allows consumers to allocate a portion of the net profit of their purchases to a charity they choose.



Joe An institution since it opened in Greenwich Village in 2003, Joe led the introduction of specialty coffee to New York City and continues to innovate through roasting, training, education and hospitality. The Company has since expanded to 10 stores throughout Manhattan, 2 stores in Philadelphia, and in August 2013, Joe began roasting all of its own beans in Red Hook, Brooklyn. As its roasting division continues to build, Joe is aggressively expanding its brand through wholesale operations and counts among its many clients Bien Cuit Bakery, One Girl Cookies, Cosme Restaurant, The National September 11 Memorial & Museum and countless tri-state area grocers and markets. Visit joenewyork.com for more information.



Kwik Tek, Inc. is a leading designer and distributor of branded consumer goods for the outdoor recreation industry, with an established track record of providing quality products, innovative designs and superior customer service. The company boasts one of the broadest collections of marine, watersports, snow and other outdoor accessory products marketed under various brands, including Airhead, Sportsstuff, Yukon Charlie's, Sherpa and Dry Pak. This broad product collection includes marine towables and pool inflatables, stand up paddleboards, life jackets, wakeboards, water skis, kneeboards, personal watercraft accessories, waterproof electronic cases, snowshoes, snow traction, snow sleds and trekking poles. The products are primarily sold to mass retailers, internet retailers, marine and sporting goods distributors and outdoor chains. Kwik Tek has established product distribution in over 80 countries. Within its 110,000 square foot corporate headquarters and distribution facility in Denver, Colorado, Kwik Tek employs 35 people. The level of customer satisfaction is extraordinary, with an average tenured relationship with its current top 10 customers of more than 12 years. The company acquired Sportsstuff in 2010, which solidified its dominance in the marine towables market. Kwik Tek then partnered with Guardian Capital Partners in 2012 and acquired Synergy Sportz in 2014 to broaden its winter sports offering and to achieve consistent profitability year-round.



Luxury Brand Holdings is a premier specialty retailer of luxury jewelry in the United States. Based in Rhode Island, the company operates Ross-Simons Jewelers, an iconic multi-channel retailer that has captivated more than 4 million customers with its value proposition and spot-on trends. In addition to three retail locations, Ross-Simons mails 18 million catalogs annually, operates a leading jewelry ecommerce site and places over 250 million impressions a year in national publications like *The Wall Street Journal*, *New York Times* and *Southern Living*. Luxury Brands also operates Sidney Thomas Jewelers, its upscale retail division, in nine class-A mall locations on the East Coast. Sidney Thomas stores carry some of the world's most coveted jewelry brands and fine Swiss watches from Rolex, Cartier, TAG Heuer and others. The stores' exquisite collections offer jewelry lovers a thrilling new experience in luxury, a unique retail concept elevated above the ordinary mall selections. Visit luxurybrandholdings.com for more information.



Mesa Foods produces flour and corn tortillas, flatbreads and taco shells sold to large food producers under contract packaging arrangements, to retail grocery stores under private label arrangements and to foodservice operators. Mesa Foods, founded in 1986, operates from an 180,000 square foot, SQF Level II certified plant in Louisville, Kentucky. Mesa's location provides a geographic advantage to serve key markets in the southern U.S. and on the east coast, and it is the largest supplier of tortillas, flatbreads and taco shells within a 400-mile radius. The company also serves national retailers. Mesa has over 300 employees who operate on three production shifts. The company has made significant investments in the past two years in new production lines to further increase capacity. Mesa manufactures nearly one billion individual tortillas and flatbreads annually. Management believes it is one of the top ten producers of tortillas in the U.S. Visit mesafds.com for more information.



Mineral Fusion Natural Brands, LLC is based in Denver, Colorado and proudly offers a wide range of natural personal care products, including mineral cosmetics, nail care, skin care, hair care and body lotions, each formulated to deliver the uniquely beneficial power of minerals. Mineral Fusion is best known for its cosmetics — a smarter makeup that instantly improves complexion while nourishing the skin. The company primarily competes in the natural products channel but is also sold in supermarkets, chain drug and mass. Within the natural channel, Mineral Fusion is definitively the highest dollar volume and fastest growing cosmetic brand. Among natural personal care brands overall, Mineral Fusion is firmly among the top 10 and climbing. For all products, Mineral Fusion formulations begin with minerals and effective botanicals and exclude the use of gluten, parabens, talc, artificial colors, synthetic fragrances, SLS and phthalates. Mineral Fusion is an official partner with the National Coalition Against Domestic Violence and supports the organization with monetary and product donations. Mineral Fusion is a North Castle Partners portfolio company. Visit mineralfusion.com for more information.



NatureBox is one of America's fastest growing food brands, with 20x growth and no plans of slowing down. A direct-to-consumer food company, NatureBox delivers five carefully sourced, nutritionist-approved snacks to its fast-growing member community for just \$19.95 per month. Unlike other CPGs, NatureBox takes a nimble approach to product development, using consumer data to drive personalized, real time innovation. The company can bring new products to market in just three months, a timeline unfathomable to most major food brands. NatureBox members can customize their experience, choosing from over 100 distinctive snacks using the company's proprietary ingredient, flavor and dietary filters. All NatureBox products are crafted with only the highest quality ingredients and are free of high fructose corn syrup, trans fats, artificial colors, artificial flavors and artificial sweeteners. For more information, please visit naturebox.com.



Neff Headwear was launched in 2002 as the first authentic core snow, surf and skate headwear company in the world. They quickly became an active youth accessory brand supported by some of the biggest action sports athletes in the world. Neff has collaborated with some of the biggest artists in the music industry such as Snoop Dogg, Mac Miller, Deadmau5, 2Chainz, Steve Aoki, Ben Baller, Austin Carlile and Wiz Khalifa. In 2014, one of Neff's most talented athletes, Sage Kotsenburg, won the first Olympic gold medal in Men's snowboard slope style in Sochi, Russia. Headquartered in Camarillo, California, Neff's products are internationally sold in over 50 countries to select action sports retailers. Neff's main distribution is with Tillys, PacSun and Zumiez. The company has since expanded to a full line of apparel ranging from t-shirts to outerwear, has also had huge success with eyewear and is credited with selling over one million watches in recent years. Accessories continue to drive the business, and beanies have dominated the market. Neff is credited as the brand that took the beanie and turned it into a year round lifestyle product. Over the last several years, Neff has been one of the fastest growing companies in the youth apparel market throughout the world. This year, Neff will do well over \$100 million in retail, and the future looks brighter than ever. Visit neffheadwear.com for more information.

NextFoods **NextFoods / GoodBelly** is a functional foods company and manufacturer of GoodBelly probiotic drinks. The company was formed by natural foods pioneer Steve Demo and industry veteran Todd Beckman, both formerly with WhiteWave, the largest producer and marketer of soy-based products (Silk® brand) in the U.S. Based in Boulder, Colorado, NextFoods is committed to developing a series of world-class, highly nutritious, next generation foods while using sustainable and socially-responsible organic practices whenever possible. GoodBelly is a line of delicious probiotic drinks formulated for daily digestive health. Made with the highly efficacious and well-studied probiotic strain, *Lactobacillus plantarum* 299v (LP299V®), GoodBelly helps establish intestinal balance with a wide array of products and flavors. GoodBelly drinks are always non-GMO, dairy-free, soy-free, vegan and kosher. Every serving has the digestive helpers your body needs and tastes great. Visit goodbelly.com for more information.



Outrigger Media / OpenSlate is a software and analytics firm focused on the value of content in brand advertising. The company developed OpenSlate to help marketers find and target the most effective video content for their message. The software currently measures and scores all ad-supported content on YouTube. Advertisers use OpenSlate to program premium content marketplaces from more than 80 million videos based on quality, brand safety, subject matter and demographics. Visit OpenSlateStudios.com for more information.



Pelican Water System

Pelican Water Systems, headquartered in Deland, Florida, is a leading designer, assembler and marketer of a complete line of branded water filtration products for the residential market. Founded in 2007, Pelican was acquired by Trivest Private Equity in 2013. Pelican's product offerings include the NaturSoft line of salt-free water softeners, whole-house water filters and well water systems, plus a wide portfolio of point-of-use filtration products, positioning Pelican as a leading brand in the growing water filter market. Currently, the majority of Pelican's sales are direct-to-consumer, driven by the company's extensive online lead generation capabilities, dynamic website and customer engagement activity, located at pelicanwater.com. Pelican products feature a high-quality design, an attractive appearance and reliable performance achieved through technology certified by various industry organizations. The company is now expanding into the retail sector and has developed a trade line of whole house water filtration and softening products, branded Enviro Water Products, to capitalize on the growth opportunities in the plumbing sector of the market.



Pixlee is a content marketing platform that helps brands leverage user-generated content to improve their marketing performance. Pixlee works with over 100 customers, including top brands, such as Converse, Kenneth Cole, UGG Australia, Mattel, Charlotte Russe, Marriott Hotels and AMC Theatres to drive higher online conversion, increase performance of owned media and create a more authentic brand experience. A graduate of the Stanford StartX accelerator, Pixlee is an Andreessen Horowitz and XSeed Capital portfolio company. Visit pixlee.com for more information.

pressed juicery

Pressed Juicery was established in 2010 by founding partners Hayden Slater, Carly De Castro and Hedi Gores, and was created with the goal of making high nutrition a realistic option for everyone. Each of the founders had experienced the profound effects of healthy living in their own lives, and the unifying power of wellness and an appreciation for the benefits of juicing connected the trio for a greater cause. From there, Pressed Juicery was born in a small broom closet in Brentwood in West Los Angeles. The founders worked day and night to bring fresh and delicious cold-pressed juice to their clients. By selling juices created from the highest quality seasonal ingredients and relying on word-of-mouth, Pressed Juicery developed a passionate following and continued to grow. Since its inception, Pressed Juicery has opened more than 30 retail locations throughout California and also offers nationwide shipping. In addition, Pressed Juicery recently entered the New York market and will continue to expand in 2015 with additional locations planned throughout California, Nevada and more. At Pressed Juicery, wellness is a right, not a luxury. Visit pressedjuicery.com for more information.



Pretzel Perfection treats are made of real food, made sincerely by real people. What started as a one-person operation in a converted garage has now grown into a thriving and expanding business, and through it all, we have remained true to who we are. We create products our consumers can believe and trust in. We are committed to always sourcing higher quality, all-natural gluten free ingredients. Our products will always be safe for those who eat gluten free as well as free of artificial flavors, artificial colorings and preservatives. At Pretzel Perfection we don't think you should have to sacrifice flavor when you choose a gluten-free product. Our goal is to wow consumers with snacks and treats they can't find from anyone else. Our unique flavors are fun, our products are different, and experiencing them is truly enjoyable. Whether you go for our savory or sweet treats, each bag provides a unique, gourmet experience. Visit pretzelperfection.com for more information.



Pyure Brands, LLC was founded in 2008 and is a leading innovator of non-nutritive sweeteners and one of the largest and fastest-growing independent stevia brands in America. Under the direction of Founder Benjamin Fleischer, Pyure has successfully established itself as a pioneer of sweetening solutions by introducing the first USDA Organic and Non-GMO Project Verified stevia and erythritol to the market. The company's commercial stevia extracts and blends provide a calorie free sweetening solution for more than 500 food, beverage and personal care products. Their retail line of calorie-free, zero glycemic tabletop sweeteners can be found in over 20,000 retailers like Wal-Mart, Whole Foods, Wegman's and Costco.com. In an effort to help further health awareness, Pyure donates a portion of its proceeds to organizations and foundations that have a focus on diabetes education as well as other social and environmental causes. Visit pyuresweet.com for more information.



Ready Roast Nut Company is a leading processor of almonds, pistachios, cashews and other tree nuts for the ice cream, confectionary, bakery and snack food segments. Ready Roast Nut Company also processes and packages private label nut products, including nut butter and paste, for the industrial and retail markets. Ready Roast Nut Company has production facilities located in Madera, CA, and Hughson, CA, and recently opened a third facility in Madera, CA, for processing peanuts and peanut butter. Ready Roast's recent venture into peanuts includes vertical integration through licensing of a Valencia peanut type variety, development rights on future varieties, contracts with large organic growers and a buying point. Visit readyroast.com for more information.

SMÁRI

Smári Organics makes the only certified organic Icelandic yogurt in the U.S. with milk from grass-fed, family-farm cows. Straining four cups of milk down to one cup of yogurt, Smári delivers a dense, creamy texture matched by the highest protein content of any yogurt on the market at 20 grams per six ounce serving. The company launched in January of 2013 with a line-up of four fat-free flavors: Pure, Vanilla, Blueberry and Strawberry. In the fall of 2014, Peach and Coconut joined the line-up, and the company introduced the world's first whole milk Icelandic yogurt in Pure and Vanilla to rave reviews. Now entering its third year on shelves, with nationwide distribution in the natural channel, Smári Organics is the fastest growing organic Greek and specialty yogurt brand in the United States according to SPINS, growing 253% from 2013 to 2014. In 2014, the Company started working with Costco in Northern California and in early 2015 started rolling onto the shelves of some Kroger banners (King Soopers, Ralphs). Founders Smári Ásmundsson and Douglas Stewart are serial entrepreneurs with decades of experience in organic and natural consumer products along with proven strength in advertising and branding. Visit smariorganics.com for more information.



SmartyPants Vitamins is all about simplifying health. That's why we make the Good Gummy, delicious and premium all-in-one complete gummy vitamins that combine nutrients like Omega3s, soluble fiber and Vitamins D+ B12 that are toughest to get in the right amount from our diets. All SmartyPants are non-GMO and made from organic and ecofriendly ingredients. They contain no synthetic colors, artificial flavors, sweeteners or preservatives, and every batch is third party lab tested. Founded by concerned parents and leading health practitioners, SmartyPants are so delicious that you will never forget to take your vitamins again. For each bottle of SmartyPants sold, we make a 1-for-1 nutrient grant to a child in need through our partnership with Vitamin Angels, having recently met our goal of 1 million matching grants. All for One. One for All. It's All Good! Visit SmartyPantsVitamins.com for more information.



ThreeSixty Group ideates, designs, sources and distributes high-velocity products to the nation's largest retailers. The Company's product line spans several categories ranging from toys to electronics to home décor and many others. With this cross-category portfolio, ThreeSixty sells programs, rather than selling individual items. These programs use cohesive brands and packaging to group best-of-category product into a single statement, offering retailers an upgraded, visually compelling in-store environment. Across each category, ThreeSixty's programs feature high quality, traffic-building products at price points often 50% lower than similar products in the marketplace. This creates unmatched value for consumers. The pricing also delivers a compelling value proposition for retailers by driving high foot traffic and generating excellent margins. For this reason, retailers place ThreeSixty's programs in their highest performing store space and return to the programs year after year, with several programs running for over a decade. Even more, with its broad cross-category product line, ThreeSixty sells multiple departments at each major retailer. With a vertically-integrated Asian sourcing operation, world-class product development team and talented management team, the company's highly scalable platform is poised to continue its track record of tremendous growth. Visit threesixtygroup.com for more information.



The Tie Bar, LLC was founded a decade ago on the premise that a well-made tie shouldn't cost a fortune. The Tie Bar has become the go-to destination for cool men's accessories: neckties, bow ties, tie bars, pocket squares, socks and more. By designing its own products and offering the largest selection online, The Tie Bar allows men to find the right ties and accessories to match their style while delivering premium quality and exceptional value. The Chicago-based company has been hailed and consistently featured by *GQ Magazine*, among others, for its ability to predict and drive trends in men's fashion. The company's raving fan base includes countless celebrities who love its style, quality and value. Visit thetiebar.com for more information.



Tristar Products, Inc. Twenty years ago, Tristar Products, Inc. revolutionized the direct response market. From the AbRoller, to the Banjo Minnow, to the Power Juicer and Genie Bra, Tristar's team is dedicated to successful innovation and the wellness of its customers. Tristar Products is the recognized pioneer of taking innovative ideas and turning them into branded worldwide distributed products. Dedication to high standards of quality manufacturing makes Tristar Products an internationally respected infomercial market leader. With unparalleled success in selling home appliances, fitness equipment, sports gear and health and beauty programs, Tristar Products is constantly being sought to form alliances with inventors and celebrities such as Jack LaLanne, Carol Alt, Denise Austin, Hulk Hogan, Gilad, Brenda DyGraff, Rachel Hunter, Montel Williams, Joan Rivers, Tiki and Ronde Barber and Bruce and Chris Jenner, among others, who wish to brand their products and their programs. With well established brands, proven international and domestic distribution channels, media power in over 100 countries, the best team in the industry and quality manufacturing that attracts celebrity endorsements, Tristar Products has exceeded over a billion dollars in sales. Visit tristarproductsinc.com for more information.



Wise Company, Inc. is a leading provider of freeze-dried and dehydrated meals for emergency preparedness, outdoor markets and convenient everyday use. Wise sells its products both domestically and internationally through a diverse business-to-business network and robust direct-to-consumer business model. Wise enjoys a market leadership position in an emerging category that is maturing rapidly. Known for innovation and convenience, they have become the category leader in emergency food by developing products and packaging systems that make emergency preparedness easier for consumers. Their line of convenient, everyday-use products features on-trend, nutritional and functional benefits for today's busy, health conscience consumer. The brand is endorsed by various celebrity personalities and has been featured on *Good Morning America*, *The Today Show*, *National Geographic*, *The Wendy Williams Show* and CNN, among others. Visit wisefoodstorage.com for more information.



Women's Marketing, Inc. is the leading media strategy and activation agency for brands targeting women, with a strong history of providing emerging and ambitious established brands with the insights, media access and strategy to win when up against the world's biggest marketers. The company has helped clients like Physicians Formula, Skechers, Paige Denim and Philosophy not only succeed with consumers, but also assisted them along the path to a successful public offering or acquisition by private equity. Women's Marketing has become the authority on how media inspires and moves women along the path to purchase. Our expertise propels brands wanting to break through, especially as women have evolved into today's most powerful shoppers, making 85% of all consumer purchases, influencing 95% of all household spending and spending \$5 trillion yearly.

Women's Marketing counts as partners most of the world's top media and is the ideal strategic partner for any brand trying to make an outsized impact. Our skill in targeting, rich media and multiple platforms allows marketers to create an immersive consumer experience, with the end-to-end optimization, tracking and analytics to ensure that ad campaigns deliver results. Visit womensmarketing.com for more information.



Zevia is the leading brand of zero calorie, naturally sweetened carbonated soft drinks. The company has grown rapidly since its founding in 2007 and is now the #14 zero calorie soda brand in U.S. supermarkets and the only independent brand within the top 20. With a familiar yet highly differentiated product line, Zevia has built a significant consumer following, particularly among millennial shoppers, and is poised to continue disrupting the \$74 billion dollar carbonated soft drinks category. Visit zevia.com for more information.

Sponsors



McGladrey LLP meets the needs of private equity firms and their portfolio companies with integrated transaction advisory, tax, assurance and consulting services. Clients benefit from a single-point-of-coordination service model and teams that operate as strategic partners throughout the private equity life cycle. Our expertise in privately held, first-time sold companies offers a unique perspective on how they operate and their common issues. Private equity firms investing in the middle market turn to McGladrey because of this deep expertise and industry knowledge that aligns with firms' portfolios. Complementing our private equity experience is a strong industry focus in consumer products. We serve more than 4,600 consumer products companies across the country—from large retailers to restaurants and every sector in between. We have specialty practices focused on food and beverage, retail and apparel and other consumer products sectors.

McGladrey is the leading U.S. provider of assurance, tax and consulting services focused on the middle market, with more than 6,700 professionals and associates in 75 offices nationwide. McGladrey is a licensed CPA firm and serves clients around the world through RSM International, a global network of independent assurance, tax and consulting firms. Visit mcgladrey.com for more information.



Perkins Coie LLP has more than 1,000 lawyers in 19 offices across the United States and Asia. We provide a full array of corporate, commercial litigation and intellectual property legal services to a range of clients, from FORTUNE 50 corporations to independent startups as well as public and not-for-profit organizations.

Our Retail & Consumer Products industry group understands the competitive environment in which world-class retailers, manufacturers and distributors operate. The industry group has been consistently ranked as #1 by Chambers since they began ranking law firms in the retail category. Our attorneys work with a diverse group of clients in the retail and consumer products industries throughout the United States and abroad. We advise clients on a range of issues, including tax, marketing, litigation, intellectual property, labor, real estate, franchising, consumer protection and bankruptcy.

The Perkins Coie Private Equity group includes lawyers who have a deep bench of experience in middle market private equity as well as IP and tax lawyers who are seasoned practitioners in mergers, acquisitions and other strategic transactions. We work hand in hand with our clients to ensure success with their target transactions from beginning to end. Our industry experience ranges from food and beverage, to retail and consumer products, to manufacturing, healthcare, technology and business services companies. Visit www.perkinscoie.com for more information.

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FortéONE is a consulting firm that partners with business owners, advisors and management teams to customize and implement revenue growth, profit improvement and turnaround action plans quickly. We focus on rapid, short-term improvements while simultaneously driving long-term sustainable value creation. Visit forteone.com for more information.

INTRALINKS



Intralinks Holdings is a leading, global technology provider of inter-enterprise content management and collaboration solutions. Intralinks' innovative Software-as-a-Service solutions are designed to enable the exchange, control and management of information between organizations securely and compliantly when working through the firewall. More than two million professionals at 800 of the Fortune 1000 companies have relied on the Intralinks experience. With a track record of enabling high-stakes transactions and business collaborations valued at more than \$19 trillion, Intralinks is a trusted provider of easy-to-use, enterprise strength, cloud-based collaboration solutions. Visit intralinks.com for more information.

The Burbank Hafeli Group
Morgan Stanley Private Wealth Management



The Burbank Hafeli Group at Morgan Stanley Private Wealth Management helps the founders of food, beverage and consumer products companies grow and preserve their permanent capital.

Mike Burbank's family co-founded Bristol Farms, a gourmet retailer acquired by Albertsons, and Mike experienced the challenges of growing a business, coordinating tax and estate planning advice and selling the business first hand.

Today the Burbank Hafeli Group specializes in sophisticated financial planning and manages over \$875 million of investment assets. Mike Burbank was recognized as one of the Top 400 Advisors in the United States by the *Financial Times* in 2013. Visit morganstanleypwa.com/the.burbank.hafeli.group for more information.

Firm Snapshot

Lincoln International is the first and only truly international, integrated, independent mid-market investment bank.

International

- 16 offices in key global economies
- Each office is connected in its region
- 40% of transactions are cross-border

Integrated

- Global culture and brand
- Global industry groups and deal teams
- Global partnership, shared economics

Independent

- Owned and operated by our partners
- No conflicts of interest
- Long-term relationships based on trust

Mid-Market

- Mid-market is the focus of the entire organization
- Not a mid-market group of a larger entity
- Senior bankers are very "hands-on"

We focus on the following services:

- M&A Advisory
- Debt Advisory
- Special Situations & Restructuring Advisory
- Valuations & Opinions



Global Consumer Group

Lincoln International recognizes the importance of understanding a client's industry, value drivers, growth opportunities and challenges. With over 170 completed advisory assignments in the consumer sector, our professionals have developed an expertise in the industry that is deeply valued by our clients.

Our dedicated Consumer Group consists of highly experienced senior bankers. These officers have spent the majority of their careers developing deep professional relationships and specific knowledge of consumer products companies, particularly in our key areas of focus listed below.

With officers in each of our global offices working together within the consumer sector, Lincoln International provides key senior level experience, insights and industry relationships which ultimately lead to premium valuations and attractive options for our clients worldwide.

Areas of Focus

Food & Beverage

- Agriculture and commodities
- Baked goods
- Beverage
- Brands
- Confections
- Dairy
- Distribution
- Ethnic
- Food and beverage packaging
- Food equipment
- Foodservice
- Frozen
- Functional foods
- General grocery
- Health and wellness
- Ingredients and flavors
- Meat and proteins
- Natural and organic
- Nutritional supplements
- Private label
- Contract manufacturing
- Produce
- Snacks
- Specialty foods

Consumer Products

- Apparel
- Automotive Aftermarket
- Collectibles
- Consumer services
- Direct-to-consumer marketing
- DIY
- Electronics
- Footwear and footcare
- Furniture
- Giftware
- Hardware and tools
- Health, beauty and personal care
- Home décor
- Household products
- Juvenile products
- Lawn and garden
- Luggage, purses and bags
- Luxury products
- Office products
- Outdoor products
- Pet products
- Sporting goods
- Textiles
- Toys
- Wellness products

Restaurant & Retail

- Apparel retailers
- Casual dining
- Catalog retailing
- Club stores
- Department stores
- Discount stores
- Drugstores
- E-tailing
- Family dining
- Franchising
- Mass merchants
- Quick service
- Retail services
- Specialty retailers
- Sporting goods retailers

Travel & Leisure

- Cruise lines
- Entertainment
- Gaming
- Health clubs
- Hospitality
- Lodging and resorts






www.lincolninternational.com/industries/consumer

Select Consumer Transactions

<p>NORTH CASTLE PARTNERS</p> <p>has sold</p>  <p>to</p> 	<p>RAF INDUSTRIES</p> <p>has sold</p>  <p>to</p> 	<p>Palladium EQUITY PARTNERS</p> <p>has sold</p> <p>SHACK BROTHERS SAHALE SNACKS</p> <p>to</p> 	<p>SentrySafe</p> <p>has been sold to</p> 	<p>BLUE POINT CAPITAL PARTNERS</p> <p>has sold</p>  <p>to</p> 	<p>Palladium EQUITY PARTNERS</p> <p>has sold</p>  <p>to</p> 	<p>WESTON PRESIDIO</p> <p>has sold</p>  <p>to</p> 
<p>Arizona</p> <p>has purchased shares from certain shareholders \$1,000,000,000</p>	<p>CENTRE LANE PARTNERS</p> <p>has sold</p>  <p>to</p> 	 <p>has been sold to</p> 	<p>WHALEN®</p> <p>has been sold to</p> 	<p>Audax Group</p> <p>has sold</p>  <p>to</p> 	<p>Riverside</p> <p>has sold</p>  <p>to</p> 	<p>phoenix equity partners CCMP CAPITAL</p> <p>have refinanced and merged</p> 
<p>PFINGSTEN</p> <p>has refinanced</p> 	<p>RugDoctor</p> <p>has restructured approximately \$300 million of liabilities</p>	<p>GUARDIAN CAPITAL PARTNERS</p> <p>has sold</p>  <p>to</p>  <p>a portfolio company of</p> 	<p>Kernel Seasons</p> <p>has received a majority investment from</p> 	<p>Silver Ventures, Inc.</p> <p>has sold</p>  <p>to</p> 	<p>ARQUES</p> <p>has sold</p>  <p>to</p> 	<p>Silver Ventures, Inc.</p> <p>has sold</p>  <p>to</p> 

Lincoln International's Global Consumer Team

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Amsterdam | Beijing | Chicago | Frankfurt | London | Los Angeles | Madrid | Milan | Moscow | Mumbai | New York | Paris | São Paulo | Tokyo | Vienna | Zurich

2014 Year in Review

145+

transactions worldwide

17%

deal count CAGR over 5 years

5th

consecutive record year

Mergers & Acquisitions:

#1

sell-side advisor
to private equity

40%+

of M&A deals were
cross-border

Debt Advisory:

30+

debt advisory transactions

\$2B+

in financings worldwide

Valuations & Opinions:

#1

provider of valuation services to BDCs

Special Situations:

Distressed Transaction of the Year

awarded by *The M&A Advisor*

Global Industry Groups:

Aerospace & Defense

Automotive & Truck

Building & Infrastructure

Business Services

Chemicals

Consumer

Distribution

Electronics

Energy & Power

Financial Institutions

Food & Beverage

Healthcare

Industrials

Packaging

Technology & Media



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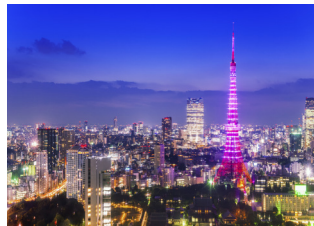
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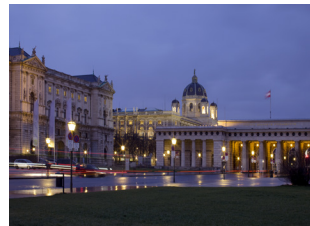
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Confirmed Registrants

as of May 1, 2015

Active Collective
AEA Investors LP
AGR Partners
Albertson's - Safeway
Alliance Consumer Growth
Altamont Capital Partners
Arbor Investments
Arbor Private Investment Company
Arctic Zero*
Arlon Group LLC
Audax Group
Audax Management Company, LLC
Baring Private Equity Asia
BeltCraft.com
Berkshire Partners
Bertram Capital
Black Canyon Partners
Bliss*
Bluegrass Dairy and Food, Inc.
BOLD Organics
Breakwater Investment Management
Brentwood Associates
Brynmood Partners
Bunker Hill Capital
Calera Capital
Califia Farms*
Caltius
Candle-Lite Company*
Capital Partners
Castanea Partners
Castle Harlan, Inc.
Catterton Partners
CDIB Capital International Corporation
Centerview Capital Consumer
Centerview Capital Technology
Centre Partners Management LLC
Charlesbank Capital Partners LLC
CIC Partners LP
Circle Peak Capital, L.L.C.
CircleUp*
Clarion Capital Partners, LLC
Clearlake Capital Group
Clorox Company, The
CMAKGROUP
Columbus Foods, LLC*
Compass Group
Comvest Partners
Corbel Structured Equity Partners
Corporate Partners
Crimson Investment

Daily Crave, The*
Deckers Brands
Deckers Outdoor Corp.
DENSO Corporation
Diamond Foods
Dr. Lucy's*
EatStreet*
EB Brands*
Encore Consumer Capital
Ennovance Capital
Equity Risk Partners, Inc.
Evergreen Pacific Partners
Excellere Partners
Extreme Health USA
Falcon Investment Advisors, LLC
FFL Partners
ForteONE**
Fortress Investment Group
Fountain Partners
Freeman Spogli & Co.
Fresh Innovations of California, LLC
Frontier Snacks, Inc.
Fulham Co., Inc.
Garden Fresh Gourmet*
GE Capital
Genero Capital Partners
Gladstone Capital Corporation
Goldman Sachs
Goode Partners LLC
Guard Hill Holdings, LLC
Gump's*
Harbour Group Industries, Inc.
HCP & Company
Health Warrior
HelloWorld*
Helly Hansen
Hershey Foods Corporation
HGCC
Highland Consumer Fund
Highlander Partners, L.P.
Hilco Global
Horizon Holdings, LLC
Hormel Foods
Hydro Flask*
IFP
Insignia Capital
Intralinks Holdings**
IVEST Consumer Partners
J.H. Whitney & Co., LLC
J.M. Smucker Company, The
JMK Consumer Growth Partners
Joe*
Kainos Capital, LLC

Kingfish Group
King's Hawaiian Enterprises, Inc.
KOSE Corporation
Kwik Tek, Inc.*
L. International
LaSalle Capital Group, L.P.
Lincoln International
Lineage Capital
Linsalata Capital Partners
Luxury Brand Holdings*
Madison Capital Funding LLC
Madison Dearborn Partners, Inc.
Main Post Partners
Mainsail Partners
McGladrey**
Mesa Foods*
Midocean Partners
Mighty Leaf Tea
Mill City Capital, L.P.
Mineral Fusion Natural Brands, LLC*
Mitsubishi Corporation
Monogram Capital Partners
Monroe Capital
Moxie Capital
Najeti Ventures LLC
NatureBox*
Neff Headwear*
Next World
NextFoods / GoodBelly*
NGEN Partners
Nolan Capital
North Castle Partners
Norwest Equity Partners
Norwest Venture Partners
Oak Hill Capital
Oaktree Capital
OLIVERS
ONCAP Management Partners L.P.
Organicgirl, LLC
Outrigger Media / Openslate*
PackIt
Peak Rock Capital
Pelican Water Systems*
Perkins Coie LLP**
Pharmavite LLC
Phusion Projects
PIMCO
Pixlee*
Prairie Capital, L.P.
Pressed Juicery*
Pretzel Perfection*
Prudential Capital Group

PSP Capital Partners
Pyure Brands, LLC*
RC / Fontis Partners
Ready Roast Nut Company*
Regulus International Capital
Riverside Company, The
RLJ Equity Partners, LLC
Sahale Snacks
San Francisco Equity Partners
Sankaty Advisors, LLC
SearchLight Capital Partners
Sentinel Capital Partners, LLC
Sheridan Legacy Group, The
Smâri Organics*
SmartyPants Vitamins*
Spanos Barber Jesse & Co.
St. John Advisors
Star Avenue Capital, LLC
Stephens Group, The
Steve's Ice Cream
Stone Arch Capital, LLC
Sumitomo Corporation of Americas
Sun Capital Partners, Inc.
SunOpta, Inc.
SuperEats
Svoboda Capital Partners LLC
Swander Pace Capital
T. Marzetti Company
TAGRIMOUNT GO BIG
Tengram Capital Partners
Tennenbaum Capital Partners LLC
The Burbank Hafeli Group
Thoughtful Food
ThreeSixty Group*
Tie Bar, LLC, The*
TPG Growth
Transom Capital Group
TreeHouse Foods
Trilantic Capital Partners
Tristar Products, Inc.*
TrueCore Consumer Partners
TSG Consumer Partners
Valor Equity Partners
VMG Partners LLC
Waiakea Water
Wasserstein & Co.
WeightNot
Wells Lamont
Wind Point Partners
Wise Company, Inc.*
Women's Marketing, Inc.*
Wow Baking Company
Yellow Wood Partners
Zevia*

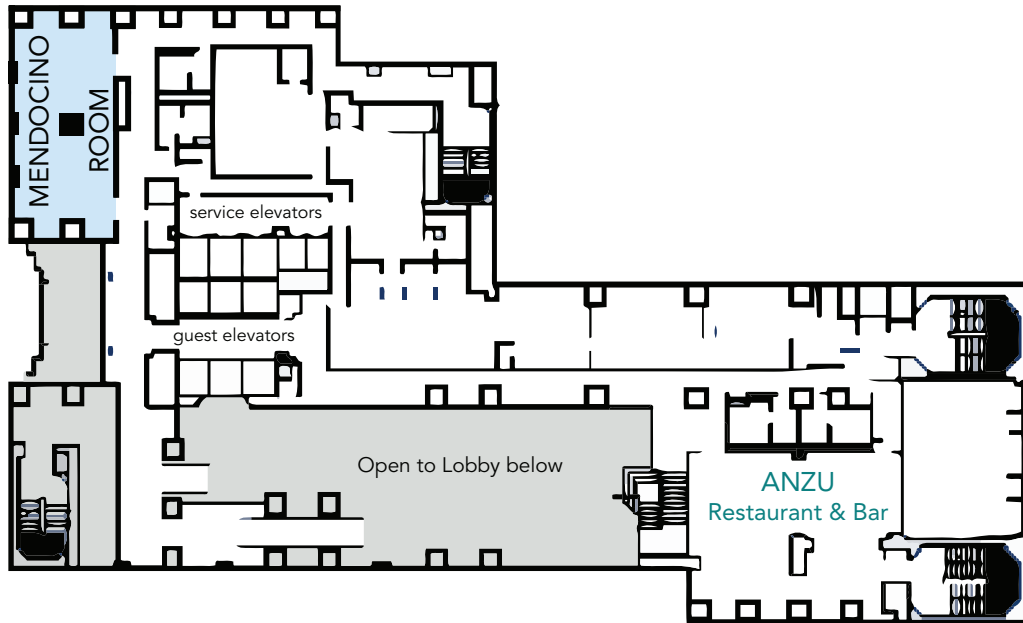
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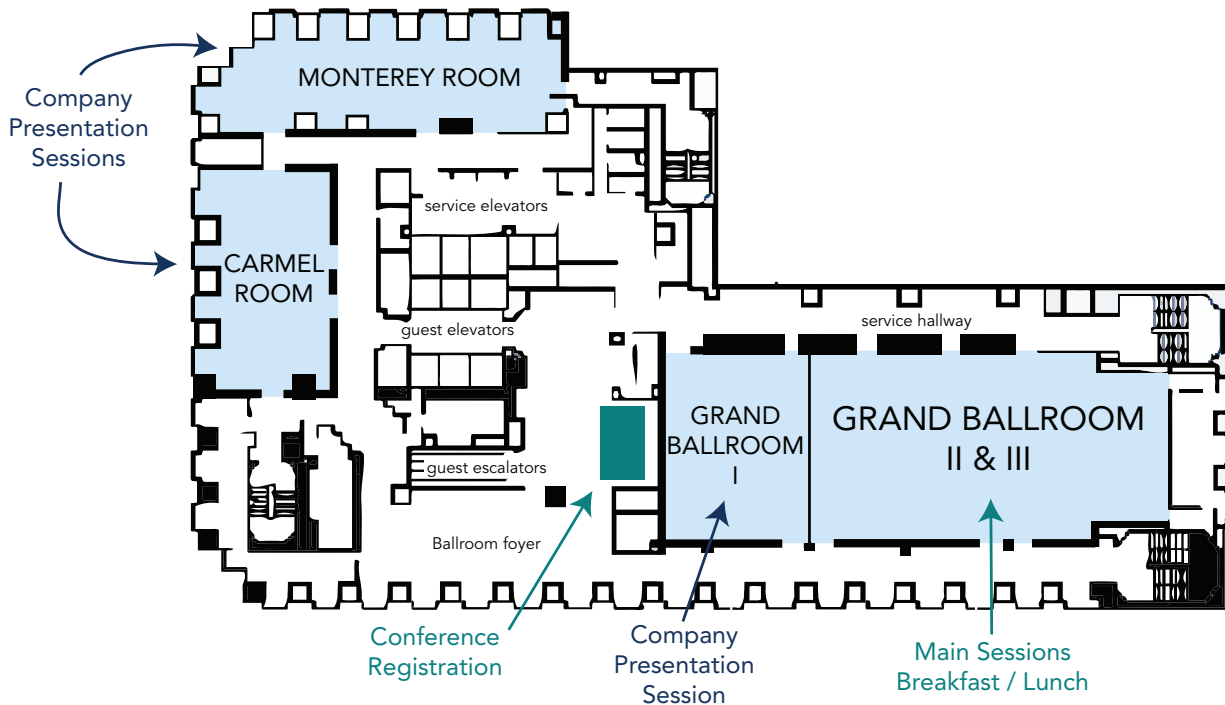
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THIRD FLOOR

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