

18 RABBITS

COMPANY FACT SHEET

I created 18 Rabbits because I like to make people feel good – the kind of good that comes from enjoying the most delectable, most nutritious food. It's similar to the way your favorite childhood memory gives you a spring in your step, wherever it comes to you – even as you head down a busy city street far away from where you grew up.

For me, it's the 18 rabbits that played outside my childhood kitchen at Two Lost Valley Lane, where I first learned to bake. Take a bite and see where it takes you.

~ Alison Bailey Vercruysse, Founder



ABOUT US

18 Rabbits creates delectable handmade granola and granola bars for today's dynamic lifestyle. We use the purest organic and locally sourced ingredients from farmers committed to sustainable growing practices, including Bella Viva Orchards, Straus Family Creamery, Marshall's Farm honey, and artisans like Scharffen Berger Chocolate Maker. 18 Rabbits products are certified organic by California Certified Organic Farmers (CCOF) and are produced in a LEED-certified facility.

18 Rabbits nourishing foods are available at Peet's Coffee & Tea locations nationwide, Whole Foods Market, DEAN & DELUCA, Amazon.com, drugstore.com as well as other select retailers. Divinely D'lish LLC dba 18 Rabbits is a certified women-owned business by WBENC.

OUR GRANOLAS AND BARS ARE WHEAT FREE

Gracious Granola – PECAN, ALMOND AND MAPLE with organic oats, coconut & pumpkin seeds

Veritas Granola – HAZELNUT, WALNUT AND CACAO NIBS with organic oats, pumpkin seeds & ground flax

HAUTE DIGGITY DATE – *Gracious Granola bar* with organic dates, sultana raisins & oats

CHEEKY CHERRY CHOCOLATE – *Gracious Granola bar* with organic chocolate, cranberries & oats

NIBBLE A SULTANA – *Veritas Granola bar* with organic apricots & sultanas & pumpkin seeds

FUNKY FIGS AND CHERRIES – *Veritas Granola bar* with organic mission figs, flax & pumpkin seeds

Take a bite and see where it takes you

PO Box 29115, San Francisco, CA 94129, 18Rabbits.com, 415.922.6006

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RETAIL LOCATIONS

For a list of more locations, please visit 18Rabbits.com

GROCERY STORES

Berkeley Bowl
Bi-Rite Market
Bryan's Foods
Cal-Mart Supermarkets
Co-opportunity
Down To Earth
Erewhon Natural Foods Market
Jimbo's
Lazy Acres Market
Lunardi's Supermarkets
Mollie Stone's Markets
Mother's Markets
Tri-County Produce
Vita-Foods
Oakville Grocers – Napa and Sonoma
Rainbow Grocery
Whole Foods Markets – CA, AZ, NV
Woodlands Market

AVAILABLE ON-LINE

Amazon.com
drugstore.com

LIFESTYLE

Calistoga Ranch
DEAN & DELUCA – stores & select
Manhattan cafes
Kabuki Springs and Spa
The Lodge at Pebble Beach, Market
Hotel Los Gatos
The Olympic Club, Golf Course Huts
YogaStudio – All locations
California Pacific Medical Center
Hotel Vitale
Institute of Health and Healing
Meadowood Napa - Poolside
Mill-Peninsula Health Services
Peet's Coffee and Tea - Nationwide
The Poetry Inn
Sports Basement – All locations
XO Jet

WHOLESALE ORDERS

Dale Cox Distributing
707.778.7793
Nature's Best
800.800.7799
Phoenix Distribution & Marketing
www.pdmhotelservices.com
United Natural Foods, Inc. WEST
800. 679.6733

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TEAM BIOGRAPHIES

Alison Bailey Vercruysse **Founder and CEO**

Alison grew up in Texas eating organic foods due to her mother's dedication to healthy, tasty and culturally inspired food. Family members from all generations gathered in the kitchen of Two Lost Valley Lane to bake delicious treats using farm fresh ingredients.

As an adult, after several years working at the Federal Reserve Bank of Chicago, Alison's passion for food led her to San Francisco where she delved into the world of baking and pastry arts at both Citizen Cake and Taste Catering. In 2003 Alison began creating granola cereal and granola bars from the nuts, honey and fruit produced by farmers she met at the San Francisco Ferry Plaza Farmers Market. It is those same farmers that Alison has come to know and trust over the years whose ingredients provide the pure, distinctive taste that evolves with their terroir. You can literally taste all of the natural goodness in 18 Rabbits foods.

Alison earned an MBA from the Kellstadt Graduate School of Business at DePaul University and a BBA from Southern Methodist University. She regularly appears on ABC KGO-TV's *The View from the Bay* and is a member of Baker's Dozen and has served as an advisory board member for the Northern California Chapter of the Cystic Fibrosis Foundation.

Carolyn Hirscher Hough **Director of Sales**

Carolyn brings a decade of experience in selling and marketing natural and organic food brands. Most recently, Carolyn managed Martinelli's Sparkling Cider, Endangered Species Chocolate and Attune Foods as National Account Executive. She has extensive experience working with UNFI, the largest natural food distributor in the U.S. and Whole Foods Market. Carolyn has also build sales for other natural brands such as Annie's Naturals, Spectrum Organic Products, Barbara's Bakery and Brown Cow.

Carolyn feels fortunate to find a career to match her love of eating good food, enjoying a healthy lifestyle and hopping on planes. Carolyn received her BA from the University of Colorado.

Beth Anderson Law, CPA **V.P. Controller**

Beth has more than six years experience as an accountant for various private equity firms, including TSG Consumer Partners, specializing in consumer products. TSG invested in brands such as Vitamin Water.

Beth was one of the first fans of 18 Rabbits and has been creating her own recipes with the granola since 2004 like Beth's Banana Bread. Before working as an accountant, Beth worked as a recruiter. In addition to making sure our books are straight and our cash is flowing, she uses her savvy to find us just the right people to join the 18 Rabbits team. Beth received her BBA from the University of Georgia.

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FREQUENTLY ASKED QUESTIONS

Q: Where did the name 18 Rabbits come from?

A: Company founder Alison Bailey Vercruyssen grew up on Two Lost Valley Lane in Texas with her four siblings, a pony, a Yorkshire terrier, and a pet rabbit named Blackjack. While Alison was playing with her brothers and sisters outside one afternoon, Blackjack wandered off unbeknownst to the family and must have had a rabbit rendezvous- for several weeks later it became clear that Blackjack was not a *he* but a *she*, and there were soon 18 rabbits hopping about Two Lost Valley Lane!

Alison was inspired to name her company 18 Rabbits because it captures the essence and purity of both her childhood, where she first learned to bake, and the delectable baked goods she creates today.

Q: There are many granola products in the market, why should I choose 18 Rabbits?

Our handmade granola cereals and bars are made with the purest ingredients available so that we can offer you foods that are both delectable and nourishing. We are committed to sourcing the finest sustainably grown ingredients from local producers and artisans like Bella Viva Orchards, Straus Family Creamery, Marshall's Farm honey and Scharffen Berger Chocolate. Not only are we dedicated to sustainably grown ingredients, but we also produce our foods in a LEED-certified facility.

Q: Can I eat 18 Rabbits if I have a wheat allergy?

A: Our products are all wheat free. Wheat can be difficult to digest; it is often highly processed and turns to sugar quickly. It isn't easy to create a satisfying and tasty food that's wheat-free, but we at 18 Rabbits feel that it is important to ensure that our products make you feel as good as they taste.

Q: Are 18 Rabbits bars considered energy bars?

A: They are not like the conventional energy bars you see today- many of which contain artificial colors and flavors, caffeine, and other (often unpronounceable) "magic" ingredients. Our granola bars provide sustenance and wholesome energy with fiber, protein and healthy fat. We believe in the power of holistic energy that comes from eating real, whole foods with simple and nourishing ingredients.

Q: Is 18 Rabbits granola good for kids to eat?

A: YES! We have found that kids love the taste of our granola and bars- and parents love the nutritional value that comes along with them. Our granola bars are great to pack with lunch, bring to a soccer game, take on a bike ride, or to eat as an after school snack. The chewy texture makes them easy for kids to eat, and with four scrumptious flavors there is sure to be something for everyone to enjoy!

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INGREDIENT FUN FACTS

Oats

Unlike the ancient Romans used to think, oats aren't only for horses! Magnesium, selenium, phosphorus and iron are just some of the nutritional benefits of this grain. Being low on the glycemic index, oats are also a great source of slow-release energy. Oat bran (the outer layer of the grain) is also beneficial in lowering bad cholesterol because of the beta-glucan in its fiber.

Oats are the number one ingredient in 18 Rabbits granola – a real derby winner!

Pumpkin Seeds

Pumpkin seeds are amazingly nutritious for a seed so small. They are a good supply of several minerals, as well as vitamins A, B1, B2, B3, protein and healthy fat! Don't be tricked into thinking these savory seeds are only a fall-time treat, for they can (and should!) be enjoyed year round. 18 Rabbits includes pumpkin seeds in all of its concoctions – a fact which certainly gives those Jack-O-Lanterns something to smile about!

Ground Flaxseed

Flaxseed is one of the few plant sources of omega-3 fatty acid, an essential fat also found mostly in fish and nuts. The benefits of flaxseed have been known all over the world for centuries; Hippocrates himself recommended the use of flax to relieve abdominal pain, while Charlemagne passed laws in the 8th century requiring his subjects to consume the seed for the promotion of good health. Flaxseed is ground for consumption since this process allows for the optimal absorption of its nutrients.

Although Canada is the leading producer of this seed (right on, eh!) you'll get a good serving right here in the good ol' States in our 18 Rabbits granola and bars.

Pecans

Pecans hold a special place in the heart of Texans, not excluding the 18 Rabbits founder, Alison, whose culinary *amour* blossomed in the Lone Star State. The Texans love of the pecan is no wonder, for it is a truly versatile nut, having found its way into a vast array of foods from pies and puddings to salads and fish dishes. The pecan comes with a benefits package that would put most employers to shame, for it delivers not only delicious taste, but also heart-healthy monounsaturated fats, cholesterol-lowering plant sterols, and a super serving of vitamin B1 (17% of the recommended daily allowance in just ONE ounce).

Bing Cherries

Although there are more than 500 varieties of cherries, they can be separated into two main categories – sweet and sour. Bing cherries are one of the most common varieties and are very popular due to their large size and sweet taste. Sweet and sour cherries do differ some in nutritional benefits, but both are an excellent source of vitamin C and copper.

The succulent sweetness of Bing cherries pairs excellently with the rich taste of dark chocolate in our delectable Cheeky Cherry Chocolate granola bar; It's a taste so luxurious you'll swear that you're eating dessert – just a much healthier version!

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RECIPES

Blackjack's Bar

3 1/2 cups 18 Rabbits Veritas Granola
4 T unsalted butter, melted
8 oz. Scharffen Berger Bittersweet Chocolate
1 cup coconut, medium shredded unsweetened
1/2 cup roasted hazelnuts or walnuts, roughly chopped
1 T cacao nibs (optional)
10 oz. sweetened condensed milk

Add granola to a food processor and blend to a coarse meal. Put in bowl with melted butter and clump together with hands. Turn out into 9X9 pan and press down. Chop chocolate with serrated knife and distribute evenly over crust. Sprinkle nuts and then coconut. Pour sweetened condensed milk on the top.

Bake 325°F for 12-15 minutes until coconut is toasted and golden. Remove to wire rack to cool. Cut into squares. Makes 25 wheat free bars

Violet Energy Smoothie

1 banana
1/3 cup frozen blueberries
1/3 cup yogurt, vanilla or plain
8 oz. acai juice
1/3 cup 18 Rabbits Gracious Granola
1/2 cup ice, cubed

Add all ingredients to the blender and mix until smooth.
Makes 2, 9-ounce portions

Veritas Granola Blackberry (or Raspberry) Muffins

1 1/3 cups 18 Rabbits Veritas Granola	3/4 cup Straus (or other) organic 1% or 2% milk
1 cup all-purpose flour	1/2 cup Straus (or other) organic vanilla or plain yogurt
2 1/2 t. baking powder	1/4 cup brown sugar
Pinch of salt	2 large eggs
	1/4 cup Straus (or other) organic unsalted organic butter, melted
	1 pint fresh or frozen blackberries or raspberries

Line muffin pans with baking cups or brush with melted butter.

Combine granola, flour, baking powder and salt in a large bowl. In a separate bowl, beat eggs until frothy and add milk, yogurt (or cream), sugar and melted butter. Mix wet with dry ingredients just to combine. Fill muffin cups 2/3 full and gently push down 2-3 berries in each muffin. Note: If want berries to peak out of muffins, then push into batter but leave tops of berries showing.

Bake 375°F 15 to 25 minutes depending on whether use regular or large muffin tins. Batter can be refrigerated for 2 days. Turn out onto cooling rack. Enjoy!
Makes 6 large or 10 -12 regular size muffins

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