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FOR IMMEDIATE RELEASE

FOR THE GRAIN-FREE ME, PALEO ME, ON-THE-GO ME, OR NON-GMO ME: WHOLEME CLUSTERS ARE A SIMPLE GRANOLA SNACK WITH SERIOUS FLAVOR

Upgrade breakfasts and desserts with clusters made from nuts, seeds, and natural sweeteners — or indulge in a better-for-you snack straight from the bag

Minneapolis, MN – February 1, 2019. Paleo snacking is easier than ever thanks to WholeMe® clusters, the bite-sized granola treats that hit every line on the healthy snack wish list: big flavors, great textures and an ingredient list free of grains, free of gluten, and free of GMOs. Snackers in search of a healthier indulgence can enjoy nutrient-dense clusters in four flavors: Lemon Berry Chia, Cinnamon Banana Chip, Salted Peanut Chocolate and Almond Coconut.

Available in the granola section at many regional co-ops and grocery stores and nationally at Whole Foods and Amazon.com, WholeMe clusters, which retail for \$6.99 per bag, are sold in on-the-go resealable bags and are easy to keep in the car or in a purse, backpack, briefcase or gym bag as a stand-alone snack. Bigger than a granola crumble but smaller than a bar, they are also versatile — made with a short list of ingredients, the clusters serve as topping options for yogurt, ice cream or oatmeal. Many consumers use them as the main ingredient in power balls, as a smoothie addition, elevated salad croutons or as a delicious base for pie crusts or fruit crisp toppings.

The better-for-you food category is growing as millennials seek delicious, convenient and nutritious foods. “WholeMe is a lifestyle brand on a mission to bring what we’ve discovered about natural sweeteners and global flavors to customers looking for a whole-food snack or meal-replacement alternative,” says Mary Kosir, WholeMe founder. “Our nutritious nut- and seed-based clusters get their flavor from healthy fats and all-natural sweeteners including honey, maple syrup and vanilla. Since they are Non-GMO and paleo-certified, WholeMe clusters make a perfect treat for people on restricted diets, whether because of autoimmune conditions, lifestyle choices or fitness goals.”

Kosir was assistant dean at the University of Minnesota’s Carlson School of Management before she invented WholeMe clusters to satisfy dietary changes necessitated by her husband’s diabetes diagnosis. In 2018 the company was acquired by Minnesota-based Log House Foods.

“We’re so proud of the response from WholeMe customers,” says Kosir. “We’re excited to help spread the word about cutting-edge flavors, like the maca, or Peruvian ginseng, that provides the magic in our Cinnamon Banana Chip clusters. Whether our consumer is an eight-year-old sharing a bag of WholeMe clusters with Mom on the ride home from school or a climber reaching for an energy boost on the trail, we’re inspired by the challenge of providing everyone with a delicious and healthy food break.”

WholeMe was built upon the need for a whole-food alternative to sugar-laden snacks, and this is what continues to inspire the brand today. With every new product, flavor and customer, WholeMe grows closer to its goal of changing the better-for-you food category.

Family-owned since 1947, Log House Foods, parent company of the WholeMe brand, is a leading manufacturer, marketer and distributor of branded and private label food products. Built on strong relationships and committed to quality, the company develops innovative foods and customized solutions for client businesses.