

# Hearts&Minds™

Peanut Butter with Olive Oil and Omega-3



## Made with your Heart in Mind

### HEADQUARTERS ADDRESS

Hearts&Minds LLC  
8S070 Greene Road  
Naperville, IL 60540-9332

### PHONE

(630) 428-4634

### FAX

(630) 839-3801

### EMAIL

info@hearts-n-minds.com

### URL

www.hearts-n-minds.com

### BUSINESS

Food

### OWNERSHIP

Privately held

### KEY MANAGEMENT

Robert Gonzalez, MBA, President, Founder  
Leonard Stark, Ph.D., Founder  
Akiva Gross, Ph.D., Founder

### PARTNER

SourceOne

### INVESTORS

Founders

### FOUNDED

March 2007

### 2008 EMPLOYEES

< 10

### PRODUCTS & SERVICES

Hearts&Minds' first product is Hearts&Minds Peanut Butter with Olive Oil and Omega-3 (EPA/DHA). Hearts&Minds will continue to develop and offer the everyday food products people love to eat that have been made healthier.

### AVAILABILITY

Grocery stores in California, Illinois, Maryland, Massachusetts, Missouri and Wyoming

### PUBLIC RELATIONS CONTACT

Kelly Conlin  
(312) 997-2436  
kconlin@chempetitive.com

Hearts&Minds™ LLC is a new food company dedicated to making the foods you love to eat better for you and with great taste. Founded by a trio of entrepreneurs from the food industry, Hearts&Minds helps consumers win the battle between eating what they like and eating what is good for them.

Hearts&Minds Peanut Butter with Olive Oil and Omega-3 (EPA/DHA) is the first peanut butter made with the consumers' hearts in mind. Heart-healthy olive oil replaces 40 percent of the peanut oil. In addition, 100 mg per serving of omega-3 (EPA/DHA), great for heart, eye and brain health, make this peanut butter healthier for those who love to eat one of America's favorite staples. About 75 percent of American households typically have peanut butter on hand, according to the Peanut Advisory Board.

The types and amounts of fats and oils in the typical American diet are the leading cause of obesity, heart disease and type 2 diabetes. An overconsumption of the omega-6 fatty acid (linoleic acid) typically found in common food oils (soy, corn, peanut, etc.) leads to excess calories and inflammation leading to disease. However, monounsaturated fat (oleic acid), found in olive oil, is recognized by the Food and Drug Administration to actually help prevent heart disease.\*

Hearts&Minds Peanut Butter also includes an important type of fat that American diets lack most: long-chain omega-3 (EPA/DHA). These omega-3s can lower triglycerides and reduce the risk of death, heart attack and stroke in people with known cardiovascular disease, according to Mayo Clinic. Omega-3s also play an important role in the brain development of infants.

In addition to a healthier peanut butter, Hearts&Minds has focused on making the highest-quality product possible. Special naturally bred peanuts that have an increased

level of monounsaturated fatty acids are used. A microencapsulated form of omega-3 is used to insure taste and stability. Finally, sea salt and evaporated cane juice are added. This unique patent-pending product is the first peanut butter that can have a Food and Drug Administration health claim on its label.\* And, because of its unique formulation and high-quality ingredients, this great-tasting product has more roasted peanut flavor than traditional peanut butter.

Hearts&Minds peanut butter is already in stores in California, Illinois, Maryland, Massachusetts, Missouri and Wyoming. The popularity is spreading in part thanks to an agreement with SourceOne, an organization consisting of 26 broker companies with executive relations with key distributors and grocery chains.

A trio of experienced nutrition and food industry executives, who have collaborated in the past and are successful entrepreneurs, founded Hearts&Minds in 2007 after their market research showed that consumers find omega-3s and olive oil attractive attributes for food products.

The founders are: President Bob Gonzalez, a business executive with more than 20 years of experience in food, nutrition, biotechnology and food ingredients at Monsanto, Henkel, Bunge and NewNeural. Gonzalez is a chemical engineer with an MBA from the University of Chicago. Len Stark, Ph.D., with over 20 years of experience, cofounded Enzytech, one of the first companies to use advanced technology to produce new food ingredients, and led the management buyout of Isogen (a biotechnology nutrition company later sold to Monsanto) from Amoco. Akiva Gross, Ph.D., with more than 20 years of experience in the development of novel food ingredients, cofounded Enzytech and Opta Food Ingredients, and led R&D efforts at Monsanto, NutraSweet and CP Kelco.

*\*Limited and not conclusive scientific evidence suggests that eating about two tablespoons of olive oil daily may reduce the risk of coronary heart disease due to the monounsaturated fat in olive oil. To achieve this possible benefit, olive oil is to replace a similar amount of saturated fat and not increase the total number of calories you eat in a day. One serving of Hearts&Minds Peanut Butter contains 6 grams of olive oil.*