



## **ABOUT KABRITA**

Kabrita is a new line of gentle goat milk foods, specially designed to meet the nutritional needs of active toddlers. Kabrita's naturally easy to digest Goat Milk Toddler Formula and Goat Milk Yogurt and Fruit start with fresh non-GMO goat milk sourced from sustainable farms in the U.S. and The Netherlands. To ensure optimal quality and to drive product innovation, co-founders Dr. Kate Morrison N.D. and Carolyn Ansley partnered with Hyproca Nutrition BV, a global company with over 70 years of infant nutrition expertise to launch Kabrita in North America in 2013.

Kabrita is about more than feeding little ones. We foster learning and dialogue to help parents make nutrition choices for their children with confidence and joy. By facilitating the sharing of experiences, Kabrita strives to bridge the gap between the ideal of all-natural and the realities of life.

## **ABOUT OUR FOUNDERS**

### Dr. Kate Morrison, N.D., Co-founder and CEO

Kate is a naturopathic doctor and a graduate of the highly-regarded Canadian College of Naturopathic Medicine in Toronto. In 2006, Kate established a thriving multi-disciplinary natural health clinic in Port Credit, Ontario. While she prescribed goat milk to patients with cow milk sensitivities for years, it wasn't until Kate's challenges with breast-feeding lead to the discovery that her son couldn't tolerate cow milk formula that she set about creating her first goat milk formula.

From 2009 to 2012, Kate continued with her naturopathic practice, while conducting the necessary preparations for launching a goat milk formula in North America including establishing contacts with suppliers and regulators, and raising capital. In 2012, she and co-founder Carolyn Ansley joined forces with Hyproca Nutrition BV, a global company with over 70 years of infant nutrition expertise to launch the Kabrita brand, beginning with Goat Milk Toddler Formula and Goat Milk Yogurt and Fruit in North America.

### Carolyn Ansley, Co-founder and CMO

Carolyn is a senior business executive and branding expert with over 20 years' experience in the consumer packaged goods and retail sectors. Following a successful career at Cott Corporation Carolyn joined Nestle Canada in 1998 as a Brand Manager within the growing Nutrition Division. In 2003, she was promoted to Director of Marketing, responsible for the general management of Infant Nutrition Division.

Beginning in 2009 Carolyn followed her dream and forged an entrepreneurial path – founding a marketing consultancy that eventually lead to partnering with Kate to develop the vision and business plan for a line of goat milk based infant foods, and ultimately co-founding Kabrita in North America. Thanks to her 11 years at Nestle (and 10 years as a Mom!) Carolyn has a deep passion for infant and childhood nutrition and a unique ability to connect with parents about nutrition through communication, dialogue and education.