

Surprise and delight in every bite.



HELLO DELICIOUS! BRANDS





Our customer commitment..

To be fast, dynamic and differentiated;
To act smart, disciplined and nimble;
To put you first in everything we do.

Our company mission...

To be a leader in snack food innovation... bringing surprise and joy to shoppers, by delivering mindful ingredients, taste, and experience through our distinctive brands.



What Inspired Hello Delicious? our desired consumer mindset...

It's that moment of surprise and satisfaction you get when you know you've made the right snack choice — a few bites of bliss that offer simple ingredients in unexpected combinations. We deliver delicious in every bite.



Hello Delicious! Products bridge the gap of
NUTRITION and **INDULGENCE**



Providing both **TASTE** & **NOURISHMENT**



Product Attributes

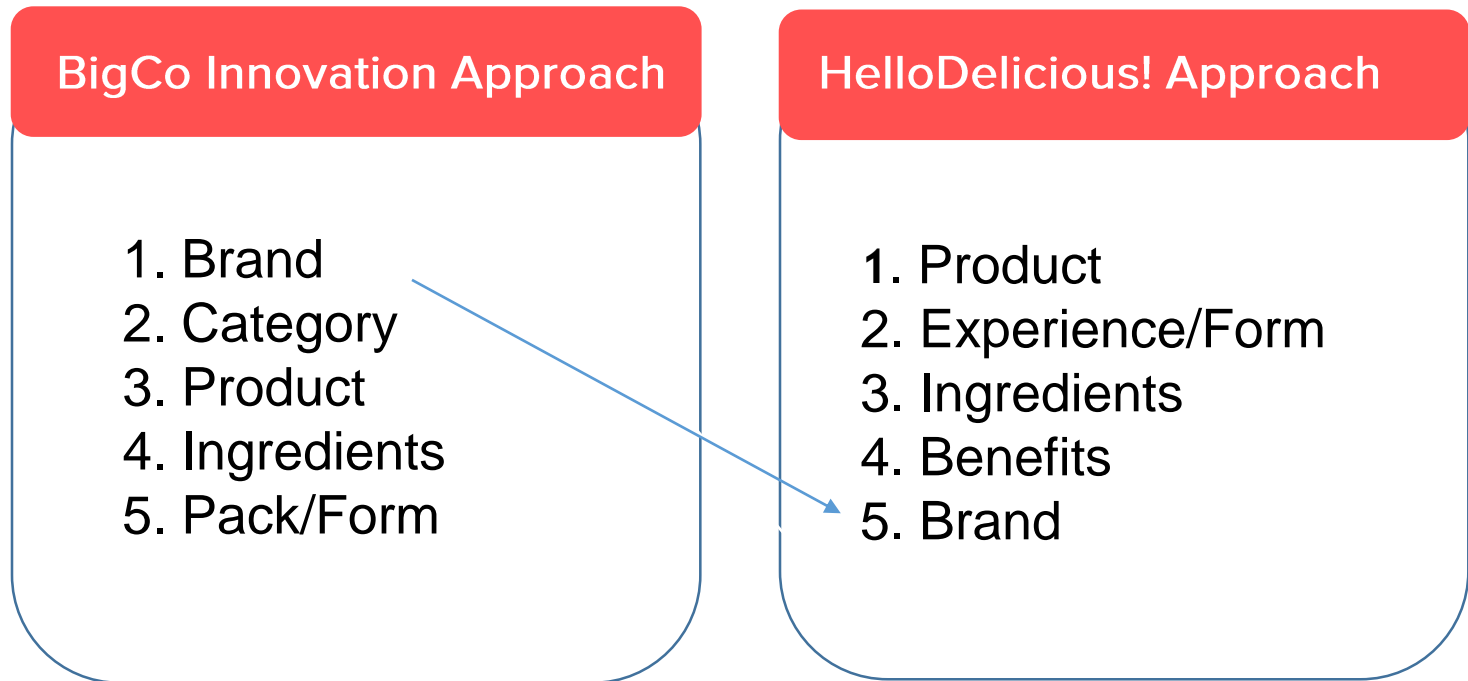
- Made from "Mindful Ingredients"
Real Ingredients that show we care like cherries not cherry flavor (ex. REAL Pizza Dough, REAL whole figs)
- Surprise & Delight Consumers
- Challenges norms & category lines
- Unique form
- Better quality than current market offerings

What isn't Hello Delicious?

- Me too products
- Not ingredients we wouldn't serve to our families



We flip the traditional approach to innovation on its head, with a maniacal focus on product, experience/taste and ingredients



What is the role of the brand?
Support the Product's Reason To Believe.

Why partner with Hello Delicious! Brands?

1

we have diverse experience, and the right balance of foundational and entrepreneurial thinking



2

our focus is driving growth, meeting your customer's needs, innovating across categories



3

Our innovation will be deliberate, contain simple & mindful ingredients



Introducing our family of innovative brands



Brittle me This!



More information about HelloDelicious!



New Snack Innovation Company is Born from the Marriage of Entrepreneurs and Big CPG

Chicago, IL (PRWEB) April 05, 2016

Introducing Hello Delicious! Brands LLC., a new snack innovation company that is the outcome from a marriage of entrepreneurial founders and experienced leadership from some of the nations largest CPG companies. Their mission is to bring surprise and joy to consumers through their newly created distinctive brands, by delivering mindful ingredients & taste, in unique and unexpected forms and combinations.

Courtney Wales

[Hello Delicious! Brands LLC.](#)

+1 (844) 845-4544

[Email >](#) Courtney@hellodelicious.com

Stan Turek

[Hello Delicious! Brands LLC.](#)

214-929-2140

[Email >](#) Stan@hellodelicious.com



Our Leadership Team

Doug Weiss
Co-Founder

doug@hellodelicious.com

773-858-1595

Peter Grumhaus
Co-Founder

peter@hellodelicious.com

847-910-9782

Mike Pierson
SVP of Sales

mike@hellodelicious.com

630-536-4347

Stan Turek
General Manager

stan@hellodelicious.com

214-929-2140