



PRESS RELEASE

FOR IMMEDIATE RELEASE

9.15.2017

Good Superfoods® LLC, Named 2017 CPG Editor's Choice Award Finalist by Informa's SupplySide. Good Superfoods® LLC, Named Among Top CPG Products for Innovation and Market Impact.

Boise, Idaho, September 15, 2017 - Informa Exhibitions has named Superfood Chocolate® Cocoa Mocha Coffeeberry® bar as one of its finalists for the 2017 SupplySide CPG Editor's Choice Awards.

Five consumer packaged goods (CPG) products were selected by the SupplySide editorial team for achievements in innovation and market impact in 27 different categories. Superfood Chocolate® Cocoa Mocha Coffeeberry® bar was named as a finalist in the Probiotics category.

One winner in each category will be announced at SupplySide West 2017 during presentations at SupplySide Central on Sept. 27th and 28th at the Mandalay Bay Resort in Las Vegas, Nevada.

"To be considered for this award is an incredible honor. The Good Superfoods® team is extremely grateful to the CPG Editor's for this extraordinary nomination." States Paul Frantellizzi, CEO and founder of Good Superfoods®.

The Superfood® Innovation/Culinary team is proud to be working with Ganeden®, utilizing their best-in-class GanedenBC³⁰ Probiotic to bring one of the most delicious and functional chocolate bars to the market - each bar offers consumers 2.5 Billion CFU of probiotics. The Superfood Chocolate® Cocoa Mocha Coffeeberry® bar is leading the trend for all-natural/ organic, sustainably sourced, and highly functional foods.

For 21 years, SupplySide has helped dietary supplement, food, beverage, personal care and cosmetic professionals find information to explore, discover, innovate and market their next best-selling product.

"In the past few years we've had tremendous success highlighting the products that are coming to market, driven by the innovative ingredients highlighted at SupplySide," said Heather Granato, vice president, content, in Informa's Global Health & Nutrition Network. "Our team was impressed this year at the range of products and out-of-the-box thinking that these companies are putting into product development to reach their target markets."

About Good Superfoods®: Good Superfoods® created the world's first Functional Chocolate® to incorporate raw, directly sourced, South American superfoods and patented nutraceutical ingredients, offering targeted, evidence-based nutrition. We have partnered with nutraceutical giants such as; Ganeden®, Anderson Global Group, Cargill®, Fuji Health®, Mitsubishi Foods®, and DSM® – the result is a first-to-market, deliciously complex and socially responsible Functional Chocolate® at a competitive price point. Our Superfood Chocolate® team are creating best-in-class 100% raw & functional chocolate that is market leading – we focus on: Heart Health, Immunity, Weight Management, Cognitive Function, Energy, Digestive Health, Eye Health, & Skin Health.

About SupplySide West: Hosted by Informa Exhibitions, SupplySide West brings together more than 15,000 ingredient buyers and suppliers from the dietary supplement, beverage, functional food, personal care and sports nutrition industries. SupplySide West is all about the science and strategy around the development of finished products that drive the global business economy. This year's event takes place Sept. 25 to 29 at Mandalay Bay in Las Vegas. For more information visit www.supplysideshow.com

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Superfood Chocolate™ and Functional Chocolate™ products are considered food-products, and are not intended to diagnose, treat, cure, or prevent any medical disorder or disease. GOOD SUPERFOODS™ functional claims or statements have not been evaluated by the FDA (Food and Drug Administration). If you have any questions relating to specific health concerns, please consult a healthcare professional.

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