



Treasure Mills Inc. Ranks Among Canada's 500 Fastest Growing Companies

– The company behind the School Safe® baked snacks brand successfully made the ranking based on its revenue growth over the last five fiscal years –



Aurora, Ontario (September 12, 2019) *Canadian Business* and *Maclean's* today included Treasure Mills Inc. on the 30th annual Growth 500, the definitive ranking of Canada's Fastest-Growing Companies. Produced by Canada's premier business and current affairs media brands, the Growth 500 ranks Canadian businesses on five-year revenue growth. Growth 500 winners are profiled in a special print issue of *Canadian Business* published with *Maclean's* magazine and online at CanadianBusiness.com and Growth500.ca.

Treasure Mills Inc.—the company behind the School Safe® baked snacks brand—made the 2019 Growth 500 list based on its five-year revenue growth in a ranking that includes other successful Canadian companies like Shopify, Canada Goose, and Spin Master.

"The companies on the 2019 Growth 500 are truly remarkable. Demonstrating foresight, innovation and smart management, their stories serve as a primer for how to build a successful entrepreneurial business today," says Beth Fraser, Growth 500 program manager.

"A key factor in the rapid growth of the School Safe® brand comes from the fact that our unique features and benefits have created a completely new category within the bakery department," says Treasure Mills Founder and CEO Robert Johnson. "We are very loyal to our consumers and we are blessed they have reciprocated. Whereas the bakery section is typically an impulse-driven department, shoppers who buy School Safe® tend to return week after week, as our products are a staple in their shopping list."

With food allergies on the rise, there is a growing awareness and stricter guidelines at schools, day-care centres, sports arenas, and other venues where kids and families gather. "That's why all School Safe® products are dairy-free, peanut-free, and tree nut-free, addressing 72% of people with food allergies," adds Johnson.

School Safe® offers a full line of individually wrapped, portable snacks for families who value nutrition, great taste, and convenience. The School Safe® product portfolio includes snack bars, cupcakes, and cookies, made with no artificial colours or flavours.

"It is an honour to be on the Growth 500 ranking," says Treasure Mills' CEO. "Our company culture is defined by our entrepreneurial spirit. We are pioneers and innovators, constantly challenging ourselves.

We strongly believe in continuous improvement and creative tension in a high energy environment. We work together with a purpose: Creating great-tasting, better-for-you portable food that children can safely enjoy on shared occasions. We do all this with passion because School Safe® is the only message that matters, for those who matter most—Kids!"

Visit website: www.treasuremills.com

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About the Growth 500

For over 30 years, the Growth 500 has been Canada's most respectable and influential ranking of entrepreneurial achievement. Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the Growth 500 profiles the country's most successful growing businesses. The Growth 500 is produced by *Canadian Business*. Winners are profiled in a special Growth 500 print issue of *Canadian Business* (packaged with the October issue of *Maclean's* magazine) and online at Growth500.ca and CanadianBusiness.com. For more information on the ranking, visit Growth500.ca.

About *Canadian Business*

Founded in 1928, *Canadian Business* is the longest-serving and most-trusted business publication in the country. It is the country's premier media brand for executives and senior business leaders. It fuels the success of Canada's business elite with a focus on the things that matter most: leadership, innovation, business strategy and management tactics. Learn more at CanadianBusiness.com.

About Treasure Mills | School Safe®

Founded in 2003, Treasure Mills is a Canadian, privately-owned company; it employs 100 people in a 30,000 sq. ft. fully automated production space in Aurora, Ontario, about 30 miles north of Toronto.

School Safe® is North America's pioneer brand and market leader in allergen-sensitive kids' snacks: Peanut-free, tree nut-free and dairy-free; with national distribution in Canada and the USA through tier-I retailers, like Costco, Loblaws, Metro, Sobeys, Walmart, Wegmans, Whole Foods and premium regional grocers.

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