

FOR IMMEDIATE RELEASE

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Franklin Farms Plant-based Offerings Launching at Stater Bros. Markets *Stater Bros. Markets will carry the largest assortment of Franklin Farms products on the West Coast*

PARSIPPANY, NJ, August 31, 2022— Franklin Farms®, a division of Keystone Natural Holdings, recently announced its launch into Stater Bros. Markets beginning in September. Stater Bros. Markets will carry an extensive assortment of Franklin Farms' innovative and delicious plant-based offerings on the West Coast, which will be available in all 171 Stater Bros. Southern California locations.

Shoppers at Stater Bros. Markets will be able to choose from a wide selection of Franklin Farms' items including their newest product innovations such as Chickpea Tofu, Peppadew® Pepper Chickpea Tofu, Barbeque Veggie Patty, and Cuban Style Black Bean & Plantain Balls.

“The team at Franklin Farms is thrilled to partner with Stater Bros. Markets. This partnership allows us to bring our delicious plant-based products to more flexitarians and everyday consumers on the west coast,” said Cindy Wong, Vice President of Sales, Franklin Farms. “We commend the team at Stater Bros. Markets for delivering high-quality groceries and providing healthy alternatives to their customers. We are very excited to have a large assortment of Franklin Farms products available in their stores.”

Stater Bros. Markets will carry a wide selection of Franklin Farms offerings including:

- Firm Tofu
- Extra Firm Tofu
- Tofu Bites available in Teriyaki, Lemon Pepper and BBQ flavors
- Seitan, available in Chik'n and Beefless flavors
- Original Chickpea Tofu
- Peppadew® Pepper Chickpea Tofu
- Original Veggie Burger
- Barbeque Veggie Patty
- Cuban Style Black Bean & Plantain Balls
- Falafel Balls

“We are excited for shoppers at Stater Bros. Markets to try our newest innovation, Chickpea Tofu,” said Wong. “This soy-free offering is plant-based, low fat and allergen-free, making it a meal solution that shoppers will embrace. Plus, our Chickpea Tofu is easy to prepare at home and an incredibly versatile product that can be prepared in a variety of ways. We believe shoppers at Stater Bros. Markets will love this delicious new offering!”

With more than twenty years of expertise in plant-based protein foods, Franklin Farms uses only the highest quality ingredients and packaging to provide a healthy selection of plant-based products for any meal of the day. Product offerings include veggie patties, meatless meatballs, tofu, seitan, tempeh, Planty Good™ Patties and Ground, vegan wraps and more. Franklin Farms is a proud member of healthy brands under Keystone Natural Holdings, a company devoted to developing authentic, health-conscious and innovative food.

To learn more about Franklin Farms and its plant-based product offerings or to find the nearest retail location, please visit www.franklinfarms.com or [email](#) for more information.

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About Franklin Farms

Franklin Farms began over 20 years ago as a simple mushroom farm in Franklin, Connecticut. Since then, they have been creating exciting yet good-for-you meatless meals from field to table. Great ingredients make great foods, which is why Franklin Farms starts with flavor-forward, high-quality plant proteins. They offer a range of health-conscious plant-based protein products that span day parts, meal types and taste profiles. From end to end, Franklin Farms makes it easy and delicious for consumers to cook with and eat great-tasting plant-based proteins. From our farms to a store near you, find the nearest retail location at: <https://www.franklinfarms.com/where-to-buy>.