



Two Degrees Food
901 Mission Street, Suite 105
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info@twodegreesfood.com
www.twodegreesfood.com

Two Degrees Food™ Fact Sheet

Company Description

Two Degrees Food™ is a one-for-one food company that feeds a hungry child with every product sold.

Mission

Two Degrees Food's mission is to help feed the 200 million hungry children (5 years and younger) around the world. For every nutrition bar sold, Two Degrees Food gives a medically-formulated nutrition pack to a hungry child.

What's in a Name?

Two Degrees Food bridges the two degrees of separation that stand between consumers and a hungry child by making products that taste good and do good.

Headquarters

San Francisco, California, with a satellite office in Boston, Massachusetts.

Founders

Lauren Walters and Will Hauser co-founded Two Degrees Food in 2009. Launched in 2011, Lauren currently holds the title of CEO, while Will is President at Two Degrees Food.



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Differentiating Factors

First-to-market: Two Degrees Food is the first and only one-for-one social enterprise food company.

Transparency: For every Two Degrees nutrition bar sold, a medically-formulated nutrition pack is delivered to a malnourished child in carefully selected project areas.

End-to-end “values chain”: From sourcing locally-produced and fair trade ingredients for its nutrition bars, to using 100% recycled packaging, to manufacturing the nutrition packs on-site in the communities in which they are distributed, Two Degrees Food has developed an end-to-end “values chain” that supports a viable business that gives back with every product sold.

Partners

Two Degrees Food partners with Valid Nutrition and Partners In Health to help fulfill its one-for-one mission to feed hungry children.

For every Two Degrees nutrition bar sold, Valid Nutrition, the creator and manufacturer of the World Health Organization-approved Ready-to-Use Food (RUF) nutrition pack, will manufacture a pack for a hungry child. The nutrition packs have been proven to treat severe acute malnutrition in children with up to 95% efficacy rates. Valid Nutrition manufactures the medically-formulated packs where the packs are distributed, sourcing local ingredients and employing local farmers and manufacturers to add sustainable jobs in the community.



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Partners In Health is a global organization that provides community healthcare interventions for the poor. Two Degrees Food will use Partners In Health's established distribution channels to help deliver the nutrition packs and expand the reach beyond the three percent of children who currently have access to them.

Products

Two Degrees Food currently offers three flavors of nutrition bars: Apple Pecan, Cherry Almond and Chocolate Peanut. The all-natural, low-sodium, gluten-free bars were developed by the former Creative Chef at Odwalla and are crafted with real fruits, toasted nuts and seeds, and are topped with wholesome grains.

How to Purchase

Consumers can go to www.twodegreesfood.com to buy a nine-bar pack, which then provides nine medically-formulated nutrition packs to hungry children. The packs are sold for \$19.95 as a multi-flavor variety pack and as single flavor packs. Currently, nutrition bars are available at independent retail outlets in San Francisco and Boston, with new locations being added frequently. For the latest list of retail locations, visit www.twodegreesfood.com.

Environmental Impact

Two Degrees wrappers are made from 100% recyclable polypropylene, and the boxes are made from 100% recycled paperboard. Because nutrition packs are manufactured by Valid Nutrition where the packs are distributed, there are no harmful carbon emissions associated with shipping nutrition packs to donation project locations.



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Nutrition Bar Category

Although there are many nutrition bars in the market today, no company currently adopts a one-for-one business model. Two Degrees Food is the first food company to apply this philanthropic model to the category, where for every bar sold, a nutrition pack is given to a hungry child.

With no other one-for-one food companies in existence, Two Degrees set its sights on the \$4.5 billion nutrition bar category for its first line of products. Increasingly fast-paced lifestyles are spurring a heightened demand for eating convenience and a tendency among Americans toward snacking, with 93 percent of people snacking once a day and half snacking two or more times a day. These consumption trends are fueling a projected nutrition bar category growth of 5 to 13 percent through 2013. Supporting this growth projection is a survey from Chain Drug Review and Whole Foods, which found that more than 66 percent of consumers plan to continue buying healthy, all-natural and organic products despite periods of economic recession.

Social Enterprise

Consumers have voiced a preference toward buying products that have a social mission. 74 percent of respondents to a 2010 RISE survey reported preferring to buy from a company with a business model that takes into account both society and the environment.