

FOR IMMEDIATE RELEASE

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Griffith Foods Expanding Partner Ecosystem with Kuli Kuli

Griffith Foods and Kuli Kuli Working Together to Bring Moringa to the Marketplace

ALSIP, ILL. – Griffith Foods, a purpose-driven global product development company specializing in food ingredients, is excited to announce a new strategic partnership with Kuli Kuli, a mission-driven company pioneering the sustainable, healthy ingredient moringa.

Moringa powder is created by harvesting, drying, and milling leaves from the moringa tree. The resulting powder has several nutritious benefits, including the presence of protein, iron, calcium, and fiber.

Griffith Foods will leverage its global presence, as well as consumer insights, culinary expertise, food science, and sensory science to develop nutritious and delicious product and ingredient solutions. The company will work with Kuli Kuli to scale positive impact by bringing moringa powder across segments in the food industry, such as foodservice, protein processors, and snack processors.

The United Nations estimates that total populations will reach almost 9.8 Billion people by 2050. The food industry must work together to find ways to create sustainable and nutritious food for people across the world.

“Griffith Foods’ purpose, that ‘we blend care and creativity to nourish the world,’ calls us to find innovative solutions to changing needs. We also know that Griffith Foods cannot do this alone,” said Brian Griffith, executive chairman of Griffith Foods. “Our strategic partnership with Kuli Kuli will help both companies elevate moringa as an exciting new ingredient, and we look forward to bringing this sustainable and healthy offering to the food sector.”

Moringa is now the fastest growing green supplement in the category, outselling matcha and catching up to spirulina and wheatgrass. Nielsen data shows that moringa has achieved a 3% penetration in US households with Kuli Kuli dominating more than half of the US retail moringa market. Kuli Kuli expects moringa to soon catch up to the popularity of turmeric, which is now an \$11 billion dollar market in the US.

About Griffith Foods

Griffith Foods is a family-owned global developer and manufacturer of customized food ingredients. The company’s capabilities range from seasonings and breadings, to marinades and sauces blended to exacting specification that are culturally authentic, taste great and improve food safety. Founded in 1919 and headquartered in Alsip, Illinois, Griffith Foods has grown and expanded globally to include a presence in over 30 countries.



For additional information about Griffith Foods, please contact:

Tony Barenie
Global Communication Manager
+1.708.239.2267
press@griffithfoods.com



Creating Better Together™

www.griffithfoods.com

About Kuli Kuli

Kuli Kuli is the leading moringa superfood brand in America. We provide high quality and nutritious moringa, which provides a good source of iron, calcium, vitamins, and antioxidants. Our moringa provides a complete protein with all 9 essential amino acids. Kuli Kuli's delicious Moringa Energy Bars, Pure Organic Moringa Powder, Organic Moringa Green Smoothie Mixes, and Moringa Green Energy shots make it easy for Americans to get their greens on the go while helping to plant moringa trees and support women farmers in the developing world. To learn more, visit www.kulikulifoods.com or follow us on social media @KuliKuliFoods.



*For additional
information about
Griffith Foods,
please contact:*

Tony Barenie
Global Communication
Manager
+1.708.239.2267
press@griffithfoods.com



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