



SOLELY'S PLANT-FORWARD LINE HITS THE SPOT FOR A HUNGRY MARKET

La Jolla, CA – February 25, 2019 – The reaction to Solely's plant-forward, clean label snack line by consumers, retailers and distributors has, by most measures, been exceptional. "We've been amazed at the enthusiastic reception we've received from the food trade..." said Simon Sacal, Solely's CEO. "Retailers really understand where the market is going and want to participate in the clean label, plant-forward movement that has exploded in the recent past."

This early success is a result of a long and arduous journey: after working in the food industry for years and seeing how our food is grown and processed, the Sacals decided to do something different: they decided to start a company based on a core set of principles centered on better quality and convenient foods.

They promised that they would only use ingredients that fit on the front of their products' package; that each ingredient would be carefully selected; and that there would be no added sugar, preservatives or flavors in any of their products. They promised to bring people foods that they would be happy to feed their own families.

Along with this promise, the company created a series of simple guiding principles: "Innovation, Transparency, Clean Ingredients."

"It all starts at the source," says Gabriel Sacal, co-founder of the company. "We work with our farmers and in our factories to reduce food waste as much as possible. Each fruit is chosen for its flavor, nutrient quality and ripeness, we don't throw away product that is not esthetically perfect because we know nature allows for imperfections."

Every ingredient contained in Solely's products is front and center on the label, and while the strict standards and innovation start with the sourcing of ingredients from farming partners, whose relationships with the company span decades, they also extend to every minute part of the manufacturing process, which does not allow for the use of any fillers or additives, and which culminates in the usage of a patented fresh-pressing process that yields the most amazing fresh-fruit-tasting experience for the consumer.

About Solely, Inc.

Solely is part of a 700-strong, innovative clean food company that is rethinking how food is developed, grown, source processed and sold. Each point in the product life cycle is approached by their R&D team as a new problem to be solved, creating innovative methods of farming and production that result in revolutionary brands with a tangible difference.

Solely exceeds expectations in customer satisfaction, creating a product that fits the lifestyle of everyone from busy moms, to active on-the-go millennials, to everyone in between. Their vegan, kosher, no-sugar-added snacks manage to delight fans at every stage and every walk of life.

For more information, contact us at press@solely.com.

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