



Kimberlie Le, Co-Founder and Peter Thiel Fellow

Co-Founder and Peter Thiel Fellow, Kimberlie Le started Prime Roots with the goal of creating delicious, protein-rich meat alternatives that also help reduce the burden conventional meat and seafood industries have put on our planet.

As the daughter of MasterChef Vietnam Star Chef Chi Le, Kim saw early on how flavorful and healthy meat alternatives could be. She began cooking, fermenting, and brewing with her mother from a very young age and was inspired by the art that goes into fermentation and cooking. During her time at UC Berkeley, Kim started to deeply understand the burden conventional meat and seafood industries have put on our planet as well as the number of dietary related diseases that can stem from high meat consumption. It was at that moment that Kim developed the idea of starting a meat alternative company that would create delicious protein-rich meat alternatives in an effort to alleviate both chronic diseases and our planetary impact. As a Flexitarian, Kim wanted to make delicious products to reduce her own meat consumption, and through the journey saw firsthand how difficult meat alternatives were to obtain due to price, availability, and taste.

This idea has morphed into the company Prime Roots. The company took shape at the Alternative Meat Lab at UC Berkeley's Sutardja Center for Entrepreneurship and Technology, has since grown through IndieBio's accelerator and garnered over 4-million dollars of funding from **True Ventures** and **Collaborative Fund**. With this foundation, Prime Roots has blossomed into a company that can truly influence America's food culture and environmental footprint at scale. As a community-driven brand, Kimberlie wants her community of eaters to guide which products the company first launches. Prime Roots aims to break free from the monolithic burger format, and instead cater to the multitudes of tastes customers have by democratizing how its suite of products is chosen.

Through Prime Roots, Kimberlie aims to influence America's food culture and environmental footprint at scale, and aspires to reduce the strain on our planet and chronic diseases that stem from meat consumption. Prime Roots' products will launch in early 2020, and will consist of tasty meat alternatives, ranging from meat-free chicken to seafoodless options such as salmon and lobster.



Joshua Nixon, Co-Founder and CTO of Prime Roots

Co-Founder and Peter Thiel Fellow, Kimberlie Le Joshua Nixon is the Co-Founder and CTO of Prime Roots, a sustainable, non-GMO, whole-food source, meat alternative superprotein company. Josh and his co-founder Kimberlie Le started Prime Roots with the goal of creating delicious, protein-rich meat alternatives that also help reduce the burden conventional meat and seafood industries have put on our planet. Prime Roots was born in 2017 at the Alternative Meat Lab at UC Berkeley's Sutardja Center for Entrepreneurship and Technology, and through **IndieBio's** accelerator and last year raised over 4-million dollars from **True Ventures** and **Collaborative Fund**. Josh's strong background in science, engineering, and technology is paramount for his role as Prime Roots' Chief Technology Officer. At Prime Roots, Josh oversees the science and technology behind the company's delicious all-natural, GMO-free products that offer twice the amount of protein as its meat counterparts and mimic the taste and texture of meat and seafood.

Josh's love of science and technology stems from an early age. Both of his parents are high school science teachers who inspired him to pursue and develop his passion for science. His ambition for science and technology was prominent at a young age, and while in high school, Josh authored a patent for Devices, Systems, and Methods for Cooling Electronic Device Heat Spreaders. Prior to co-founding Prime Roots, Josh was a software engineer at the Berkeley Lab, where he worked as part of the KBase team building open source software in Python for back end file infrastructure services. He has a Bachelor's of Science in Bioengineering with a minor in Computer Science from UC Berkeley.

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Prime Roots Expands and Shakes Up the Future of the Alternative-Meat Industry

The plant-based startup will bring Koji-based seafood and meat alternatives to eaters nationwide

Berkeley, CA (January 7, 2020) – Prime Roots, formerly known as Terramino Foods, pioneers of the first plant based salmon burger, is set to debut their delicious suite of seafood and meat alternative products this Spring. Foodies can look forward to ordering delectable meat and seafood alternatives which includes salmon, tuna, lobster, bacon, chicken, and more online. As a community-driven brand, Prime Roots empowers its community of eaters with a voice in determining which products the company first launches, and conducted an extensive product voting initiative over the last several months. Prime Roots currently has a waitlist of over 10,000 “community members” eagerly awaiting to order online and devour their healthy, tasty, and sustainable products.

Unlike most of the players in the alternative meat space that are mostly soy, wheat, or pea based, Prime Roots’ products are made using their Koji superprotein, a healthy whole-food source of protein. Koji – an all-natural plant-based source of protein that serves as the cornerstone for all of Prime Roots’ delicious meat substitutes and provides meaty umami notes and meaty texture, it is often used by Michelin-star chefs. With Koji, Prime Roots’ chefs can make each of their products with the same mouthwatering taste and texture as meat and seafood, but without the health or environmental concerns that have put a serious strain on our bodies and on our planet.

Formerly known as Terramino Foods, the company was founded by Kimberlie Le and Joshua Nixon in 2017 while researchers at the UC Berkeley’s Alternative Meat Lab.

Kim, a daughter of chefs and food entrepreneurs, and Josh, a social-impact oriented biologist and engineer, are excited to bring the company back to its roots in Berkeley, with the opening of their new headquarters. Located in a state of the art 12,000 square foot facility in West Berkeley, the headquarters will house the production of all of Prime Roots’ alternative meat and seafood products.

Prime Roots’ meat and seafood alternatives will be available for purchase on its website, and shipped directly to hungry diner’s doors nationwide in early 2020. For more information, please visit: www.primeroots.com

About Prime Roots

Prime Roots is an alternative seafood and meat company creating delicious products made from Koji, a Japanese superfood. Headquartered in Berkeley, California, Prime Roots is committed to positively influencing America’s food culture and reducing the hefty environmental impact of meat. The company makes delicious meat and seafood alternatives, while avoiding hyper-processing techniques that are utilized by other meat alternative companies. Their products are developed using proprietary methods that combine cutting-edge technology with ancient techniques – resulting in better tasting and naturally textured market alternatives. Prime Roots is backed by Collaborative Fund (investors in Beyond Meat and Impossible Foods), and True Ventures (investors in Blue Bottle Coffee and Sweetgreen).

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Add Some Sizzle to Your Valentine's Day With the Highly Anticipated Launch of Prime Root's Plant-Based Bacon

The alternative meat startup will launch its community chosen "bacon" during an exclusive 24 hour limited release

Berkeley, CA (February 14, 2020) - Prime Roots, a plant-based high protein meat alternative company, will debut its voter-elected bacon this February during an exclusive Valentine's day pre-sale that will ship directly to your door. Prime Roots' founders Kimberlie Le and Joshua Nixon are dedicated to providing foods that their community of eaters crave. They conducted a product voting initiative and saw that bacon was a resounding winner. The demand for tasty and natural meatless alternatives has never been greater. Prime Roots' meat-free bacon will look, taste, and sizzle just like the real thing, while also avoiding the negative health and environmental burdens that conventional bacon carries with it.

Bacon is the quintessential American comfort food whose alluring smell makes one's heart reminiscent of warm nourishing home cooked breakfasts. However, with health, environmental, and animal welfare concerns, bacon lovers are forced to choose between carcinogenic pork and hyper-processed meat-free substitutes. Consumers can enjoy Prime Roots' guilt-free "bacon" and know that they're consuming the healthiest and tastiest meat-free option on the market.

What better way to show your sweetheart you care on Valentine's Day than sending them a Prime Roots "bacongram" - a fun and personalized way of letting your recipient know that a sizzling and exclusive gift is headed their way.

On February 14th, only available for one-day, show your loved one who is bringing home the bacon. Prime Roots makes it possible to satisfy your craving for bacon in a way that is good for your heart and the planet.

The key ingredient that Prime Roots' chefs use is a superprotein made from a Japanese superfood Koji - a whole food source of protein that has the natural texture of meat and seafood. Prime Roots' superprotein and products are grown and harvested in their Berkeley headquarters. Often used in the kitchens Michelin star chefs and in haute cuisine, Koji provides delicious meaty umami notes to each of Prime Roots' products. Prime Roots' chefs mix their proprietary superprotein with plant-based fats to create a block of "pork belly" which balances layers of crisp protein and melt in your mouth fat. The block is then put into a wood smoker to impart a naturally smoky flavor. Carnivores and herbivores alike will rejoice in knowing that they're consuming the tastiest and healthiest meat-free bacon on the market without ingesting any curing salts, hormones, additives, or antibiotics that are found in conventional pork products.

Send some sizzle to yourself or your loved ones this Valentine's Day by ordering Prime Roots' eagerly-awaited "bacon" during its one day limited release. The company will be taking orders while supplies last at www.primeroots.com/bacon on February 14th beginning at 9:00 am PST.

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Add Some Sizzle to Your Valentine's Day With the Highly Anticipated Launch of Prime Root's Plant-Based Bacon

About Prime Roots

Prime Roots is a whole-food source, sustainable, and non-GMO alternative meat company specializing in creating healthy, delicious, and climate-smart superprotein products made from Koji, a revolutionary Japanese superfood. Headquartered in the Bay Area, Prime Roots is a women-owned startup and community-driven brand that is committed to positively influencing America's food culture and reducing the hefty environmental impact of conventional meat companies. With products that can offer more protein than its meat counterparts, Prime Roots creates food that is better for you and better for the environment. The direct-to-community company makes delicious foods that their community of eaters crave, while avoiding the unnecessary hyperprocessing techniques that are utilized by many other meat alternative companies. The innovative products are developed using proprietary methods that combine cuttingedge technology with ancient techniques - resulting in superfoods that have a better texture and taste than the current market alternatives. For more information, please visit: www.primeroots.com.