



## **BANZA LAUNCHES AT TARGET CHAIN-WIDE, CHICKPEA PASTA NOW AVAILABLE IN EVERY STATE**

Detroit, MI (November 15, 2016)— Today, Banza announces its launch into Target, chain-wide. The brand's chickpea pasta will enter over 1700 new stores, capping off a year in which Banza tripled its retail distribution, and putting Banza on the map in every state across the country.

Banza's goal is to make the foods people already love better by using more nutritious ingredients. Banza's launch in Target helps bring its high-protein pasta to millions more consumers around the country, furthering the company's goal of making healthy eating an easier, and tastier, possibility for the mainstream shopper.

In April, Banza's penne and shell shapes hit shelves at 315 select Target stores. Following success in these stores during this trial period, Target is adopting the brand on a larger scale. Penne and shells are launching chain-wide this month, and Banza's new spaghetti shape will debut in 315 stores. Banza will be \$2.99 on shelves at Target.

"Our goal is to bring a better pasta to more people" said Brian Rudolph, co-founder of Banza. "This launch in Target is a tangible step towards that goal. We're so grateful for Target's belief in our potential, and for the Banza fans who made our first 315 stores a success."

Find Banza at a Target in your neighborhood by typing your zip code into our store locator. Banza is also available online at Target.com.

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\*\* High-res Images Available \*\*