



Fact Sheet

Founded:
Roseburg, Oregon, 2008

Website: www.umpquaoats.com

Address:
Umpqua Oats
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Executive team:
Mandy Holborow, Co-founder &
Owner Sheri Price, Co-founder &
Owner

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Overview

Umpqua Oats was launched in Roseburg, Oregon in 2008 by two moms who were craving a delicious and satisfying alternative to the typical instant oatmeal packets. Umpqua Oats super premium oatmeal is a satisfying, on-the-go breakfast choice for people who crave a hearty, delicious and creative meal to start every day. Each single serve portion of Umpqua Oats super premium oatmeal is packed with custom milled rolled oats, fruits or other all natural ingredients and is significantly larger than the typical "instant" oatmeal package. Umpqua Oats super premium oatmeal does not contain any processed or gluten ingredients, and the ingredients are all Kosher certified and awaiting certification from the Non-GMO Project. Now headquartered in Las Vegas, Umpqua Oats sells its super premium oatmeal in more than 2,000 retail outlets across the United States, including grocery stores, club stores and specialty coffee shops, as well as via foodservice channels.

Super Premium Oatmeal Products





Company History

It all began when Mandy Holborow and Sheri Price, two soccer moms from Roseburg, Oregon, started talking about instant oatmeal packets. They wanted a quick, healthy, satisfying breakfast choice for their children (and themselves), but they weren't fond of the mushy, paste-like and often sugar-laden options available. They decided they could do better.

The two women started experimenting in Sheri's kitchen, trying different types of oats with various other natural ingredients. The pieces started coming together. Friends wanted to try their creations, then friends of friends, and before they knew it, everyone in the Umpqua Valley had heard of Sheri and Mandy's "reinvention" of oatmeal. The operation moved from the kitchen to the garage. From their own children, to aunts and uncles, the whole family started to help manufacture their oatmeal cups.

Sales grew rapidly. Local coffee shops and grocery stores started selling the oatmeal cups, and Umpqua Oats moved into a former department store building and hired additional staff; the company was now up to seven full-time employees.

Consumers were rediscovering a breakfast classic updated for today's modern lifestyle, taste and expectations for super premium ingredients. Umpqua Oats super premium oatmeal is rich, hearty and flavorful because it is made with all natural ingredients, instead of enhancing agents like wheat, oat flour and concentrated fruit flavors. The company only sources custom milled rolled oats for their super premium oatmeal, which are the whole hulled grain instead of processed "instant" oats. The bold and creative flavors (such as RU Nuts? Kick Start and Salted Caramel Meltdown) satisfy cravings each day by awakening taste buds and avoiding the plunge into a "breakfast rut."

With sales doubling each year, the business soon outgrew Roseburg altogether. In 2013, Umpqua Oats moved its headquarters to Las Vegas and its manufacturing facility to Los Angeles in order to take advantage of a larger pool of labor and better air travel connections to support sales calls across the country.

Today Umpqua Oats super premium oatmeal is available at more than 2,000 retail outlets nationwide, including grocery stores, club stores and specialty coffee shops, as well as via foodservice channels. Sheri and Mandy remain the owners and on the executive team of the company. Umpqua Oats is a women-owned, homegrown multimillion-dollar business and one of the fastest-growing food companies in America.



UMPQUA OATS BIOS

MANDY HOLBOROW **Co-Founder/Co-Owner**

Mandy Holborow is co-owner and co-founder of Umpqua Oats. She started the company with fellow soccer mom Sheri Price in Roseburg, Oregon in 2008, collaborating on innovative mix-ins and the pursuit of the perfect oatmeal. Since then, she has helped the business flourish and remains committed to their original vision of feeding their families nutritious and delicious oatmeal with the highest-quality ingredients. Mandy's current responsibilities include overseeing the strategic partnerships created by the national foodservice sales team.

Mandy previously held positions in human resources, in which she was responsible for recruitment, employee benefits and workers' compensation.

Mandy attended Portland State University and obtained her certificate of Human Resource Management. She loves fitness—including pushing herself through boot camps—and just about anything outdoors.

Mandy resides in Las Vegas with her five children: triplets Delaney, Kael and Jack; Sydney and Madison. Mandy can often be found cheering them on at their sporting events. Her favorite Umpqua Oats super premium oatmeal flavor is Not Guilty.

SHERI PRICE **Co-Founder/Co-Owner**

Sheri Price is co-owner and co-founder of Umpqua Oats. She co-founded the company in her kitchen with fellow mom Mandy Holborow in Roseburg, Oregon in 2008. Since then, Sheri has successfully balanced growing her business while maintaining an unwavering focus on family. Today, Sheri is vice president of national sales for grocery and club stores. She is responsible for all grocery and club store accounts as well as relationships with brokers nationally.

Prior to launching Umpqua Oats, Sheri was an elementary school teacher for 11 years. A graduate of Northwest Christian College and Grand Canyon University, she holds bachelor's and master's degrees in education.

When she is not in the office, Sheri and her husband Norm are busy attending their children's athletic events including soccer and golf tournaments. The entire family has played a role in the success of Umpqua Oats. Even their children, Peyton and Meleah, helped scoop oats and label cups when the company was still operating from the family kitchen. Sheri also enjoys running, playing tennis or a round on the golf course. Her favorite Umpqua Oats super premium oatmeal flavor depends on her mood and the day, but most often she grabs Jackpot or Kick Start.



NORM PRICE

Director of R&D, Marketing and Tradeshow Manager

Norm Price is director of research and development as well as marketing and tradeshow manager at Umpqua Oats. Norm has helped grow the company since it was started in 2008 by his wife, Sheri Price, and co-founder Mandy Holborow. He officially joined the Umpqua Oats team full-time in 2011. Norm is known as the “mad scientist” around the Umpqua Oats headquarters, and he can often be found creating new flavors in the test kitchen.

Norm holds a bachelor’s degree in exercise and sports science from Oregon State University and a master’s degree in education from Pacific University in Forest Grove, Oregon.

When he’s not in the test lab, Norm enjoys playing golf and traveling. His favorite Umpqua Oats super premium oatmeal flavor is currently Old School, but he is working on some delicious new flavors that will be released in the months to come.

CHRIS HOLBOROW

Head of Logistics and Purchasing

Chris Holborow is head of logistics and purchasing at Umpqua Oats. He has helped grow the company since it was started in 2008 by his then wife, Mandy Holborow, and co-founder Sheri Price. Chris is responsible for shipping, logistics, purchasing and customer service.

Prior to joining Umpqua Oats, Chris owned a cabinet and wood floor refinishing business. He was previously an elementary school teacher. He holds a bachelor’s degree in history from Oregon State University.

Outside the office, Chris enjoys sporting events, hiking, running and just about any outdoor activity. His favorite Umpqua Oats super premium oatmeal flavor is Jackpot.

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