



Laird Superfood Secures \$32 Million in Private Funding Round

One of the fastest-growing companies in the natural-foods industry will use funding to expand product offerings, support acquisitions and add jobs across departments

SISTERS, Ore. – January 11, 2019 – [Laird Superfood](#), maker of assorted superfood products, secured \$32 million in a private funding round that included WeWork as an investor. This latest round of funding will support an increase in product development, acquisitions and significant growth at Laird Superfood’s Sisters, Ore.-based headquarters.

“We are incredibly grateful to our investors and the community for their continued support. Our expansion will enable us to grow our product offerings, make room for even greater innovation and double down on our presence in the industry. This growth will add a great number of jobs in Sisters and the surrounding communities, across a variety of departments, and allow us to continue to stimulate our local economy,” said Paul Hodge, CEO and co-founder of Laird Superfood.

In conjunction with the investment from WeWork, Arik Benzino, WeWork’s Chief We Officer for the U.S., Canada & Israel, will join the Laird Superfood board of directors. Laird Superfood and WeWork will also launch a partnership to make Laird’s offerings available to WeWork members and employees in select locations in the U.S.

“I thank WeWork for their investment in Laird Superfood’s expansion and pursuit of our mission to become the leading superfood company in the natural foods space. At Laird Superfood, we think of our clean-ingredient products as fuel. With the right fuel, you can accomplish anything, and it’s in this way that our offerings perfectly complement the ambitious and entrepreneurial spirit of the WeWork community,” said Laird Hamilton, co-founder of Laird Superfood.

“Laird Superfood provides a truly holistic approach to creating life balance, which aligns with our mission and vision here at WeWork. Through this new partnership, we are excited to support this amazing company’s growth by making their incredible products available to our WeWork members and employees here in the U.S.,” said Arik Benzino, WeWork Chief We Officer for the U.S., Canada & Israel and Laird Superfood Board Member

About Laird Superfood

Laird Superfood, Inc. creates award-winning, all-natural superfood products that are both delicious and functional. The company’s products are designed to naturally keep you fueled throughout your day.

The company was co-founded in 2015 by the world's most prolific big-wave surfer, Laird Hamilton. His passion project to perfect his personal regimen grew into a dynamic, innovative brand with a mission to bring clean, simple, and thoughtfully formulated superfoods to the masses. As one of the fastest growing companies in the natural foods space, Laird Superfood's offerings are environmentally sustainable, responsibly tested, and made with whole-food ingredients that everyone can feel good about.

Whether you're a high-performance athlete, a busy parent or an ambitious entrepreneur, Laird Superfood's products give you the fuel to accomplish anything – no matter the mission – from sunrise to sunset. Shop all products online at lairdsuperfood.com and join the Laird Superfood community on social media for the latest news and daily doses of inspiration.