

# FLORISH

## 2020 Media Kit



For general inquiries: [media@flourishpancakes.com](mailto:media@flourishpancakes.com)

# Our Mission

At **FLOURISH**, we believe that eating healthy shouldn't be a chore. We're on a mission to improve eating habits by transforming indulgent foods you crave to fit your healthy lifestyle. Our products will give your body the nourishment you need without the sacrifice.



# Company History

**FLOURISH** was created in 2017 by entrepreneur, Andrew Maida.

Born out of a passion for the classic breakfast staple, pancakes, then 21-year-old Andrew sought to create a simple to follow yet delicious recipe that was health conscious and packed with nutrients.

With guidance from his brother Peter, a chef and entrepreneur, **FLOURISH** was created – a pancake mix made from all-natural ingredients that is high in fibre and protein, organic and non-GMO, fortified with superfoods and contains 0g of added sugar.



# The Facts

Every morning, over **21.9 M**

Canadians make eating breakfast a priority. Whether it's on the go, or from the comfort of home, a nourishing bite packed with fiber and protein is a key part of how Canadians choose to kick off their day. Cue - **FLOURISH**.

To date, **FLOURISH** has served

**1 MILLION PANCAKES**

to Canadian families.



# Flourish's Product Offerings



## Vanilla

Opening a bag of Vanilla Flourish Protein Pancake Mix will be an elevated experience for your senses. Sweet scents of Organic Vanilla burst from the bag. Inside, a beautifully blonde-coloured mix awaits; ready to become the perfect breakfast. Just add water to start, and finish this masterpiece off with yogurt and fresh fruit.

### Ingredients:

Non-GMO whole wheat flour, Whey protein (whey protein, milk, natural vanilla flavours, non-GMO sunflower lecithin), Milled flaxseed, Baking powder, Vanilla powder, Non-GMO organic erythritol, Kosher salt. **Contains:** milk.

**Manufactured in a facility that also processes:** Soy.

**23G OF PROTEIN**  
**7G OF FIBRE**

## Buttermilk

Buttermilk is the classic pancake mix. Flourish Buttermilk Protein Pancake Mix is an elevated version on a timeless classic. Fortified with Flax Seed and Whey Protein Isolate, this flavour tastes as good as it is for you - and it's pretty good for you! Like all of our products, Buttermilk is made with absolutely no added sugar. Making for a great base for both sweet and savoury dishes.

### Ingredients:

Non-GMO whole wheat flour, Whey protein (whey protein, milk, natural vanilla flavours, non-GMO sunflower lecithin), Milled flaxseed, Baking powder, Buttermilk powder, Non-GMO organic erythritol, Kosher salt. **Contains:** milk.

**Manufactured in a facility that also processes:** Soy.

**23G OF PROTEIN**  
**7G OF FIBRE**

## Chocolate

Naturally sweetened with ethically sourced Organic Cacao from Mexico, Flourish Chocolate Protein Pancake Mix has a deeply rich and aromatic flavour that brings back memories of warm brownies and fragrant dark chocolate. Robust cacao flavours are balanced by a touch of sweet chocolate New Zealand Whey Protein Isolate, the foundation of every bag of Flourish Chocolate Protein Pancake Mix. Combine your batter with Raspberries or mashed Bananas for a healthy & tasty breakfast! (or lunch... or dinner...or second dinner).

### Ingredients:

Non-GMO whole wheat flour, Whey protein (whey protein, milk, natural chocolate flavours, non-GMO sunflower lecithin), Milled flaxseed, Baking powder, Cocoa powder, Organic cacao, Non-GMO organic erythritol, Kosher salt.

**Contains:** milk. **Manufactured in a facility that also processes:** Soy.

**24G OF PROTEIN**  
**8G OF FIBRE**



**High in Protein**



**0g of Added Sugar**



**High in Fibre**



**Fortified with Superfood**



**All Natural Ingredients**



**Organic & Non-GMO**



**Just Add Water**



**Made in Canada**



# Competitive Analysis - Us vs. Them

How we measure up to the competition

FLURISH	vs	Aunt Jemima
24g	Protein	7.5g
9g	Fiber	1g
0g	Sugar	7.5g
3g	Fat	2.25g
✓	Flaxseed (Per 1/2 Cup Serving)	✗

Nutrition facts based on Aunt Jemima Buttermilk Complete Mix as of May 2020.

FLURISH	vs	Flapjacked
24g	Protein	20g
9g	Fiber	5g
0g	Sugar	7g
3g	Fat	4g
✓	Flaxseed (Per 1/2 Cup Serving)	✗

Nutrition facts based on Flapjacked Buttermilk Protein Pancake & Baking Mix as of May 2020.

FLURISH	vs	Kodiak Cakes
24g	Protein	14g
9g	Fiber	5g
0g	Sugar	3g
3g	Fat	2g
✓	Flaxseed (Per 1/2 Cup Serving)	✗

Nutrition facts based on Kodiak Cakes Buttermilk Flapjack & Waffle Mix as of May 2020.

## Product Versatility

Whether you're going for the classic breakfast staple, pancakes, or looking to incorporate Flourish mix into other kitchen creations, the possibilities are endless. Protein donuts, coconut macaroons, pretzel bites and multigrain bread are just a few of the recipes you can create with Flourish and your everyday ingredients found in your kitchen.



# Media Inquiries

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Have questions for us or interested in sharing  
Flourish with your audience?

## Media Assets

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## Product Photos



## Join the conversation



@flourishpancakes