



NadaMoo! Raises Capital for Continued Expansion, Maintains Focus on Quality, Sustainability, and Authenticity

NadaMoo! to Support It's Expansion with Mission & Value Aligned Partners

(AUSTIN, TX) November 27th- NadaMoo!, Austin based dairy-free coconut milk premium frozen-dessert company, is proud to announce that they are bringing in strategic partners to continue building out their national distribution footprint while ensuring the owning family maintain a substantial majority ownership. NadaMoo! is committed to continue building upon their mission-based and value oriented ideals as the company grows into this next chapter and continues to solidify its role as leader in the future of the dairy free, plant-based industry. The dairy-free brand has plans to expand its team in Austin and will continue its commitment to long term, sustainable growth that never compromises on quality.

NadaMoo! has partnered with Canadian based InvestEco Capital, a venture firm that invests in companies that promote health and sustainability in the food sector, and prides itself in “Building Companies that Matter”. “In this day and age, authenticity matters more than ever. We are proud to be an independently, family owned operation focused on being a part of the sustainability solution for our planet.” says NadaMoo! CEO Daniel Nicholson. “We took great care in this process to find the best value added, value aligned teams to partner with to help take NadaMoo! to the next level. We are excited about what our future holds as we continue to grow and lead in the dairy free, plant-based movement.”

“We are delighted to partner with NadaMoo!”, says Andrew Heintzman, CEO of InvestEco. “With NadaMoo! consumers can choose the health and environmental benefits of dairy-free ice cream without sacrificing any of the taste. We think that’s a winning formula!”

InvestEco leads a \$4MM investment from a syndicate of mission-aligned, health, environment (and flavor!) conscious investors that includes also Canada based District Ventures, Working Lab Capital and other like-minded partner. This capital raise will allow NadaMoo! to continue to lead in the ever-competitive natural foods industry. NadaMoo! will bring on more team members creating job growth within the Austin community. “We consider

each member of our team to be a member of the family. The culture we are creating within the organization is an important and undeniably powerful aspect of our continued growth and success,” says NadaMoo! CEO Daniel Nicholson. In 2018, NadaMoo! plans to expand into additional retailers in the US and internationally.

ABOUT: NadaMoo! is a dairy-free, plant based, gmo-free, and gluten-free frozen dessert, made with organic coconut milk. Established in Austin in 2004, NadaMoo! was founded upon a mission to make the world happier and healthier, one scoop at a time. Since NadaMoo! is made with the cream of the coconut, each pint retains the creamy taste and texture of regular ice cream while remaining dairy- and gluten-free. Sweetened with agave nectar, NadaMoo! has roughly half the fat and calories of not only regular ice cream, but also similar dairy-free alternatives. The company is dedicated to using organic, gmo-free, Fair Trade Certified, and gluten-free ingredients whenever possible in support of a fair, sustainable and contaminant-free food chain. Owned by his South Texas family, President and CEO Daniel Nicholson has led the company’s expansion, over the course of the past 6 years, into new regions and points of distribution across the nation without forgetting his roots. NadaMoo! is available in natural, conventional, specialty, and co-op grocery stores nationwide. For more information, visit nadamoo.com or follow @NadaMoo on Twitter and Instagram.

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