

InvestEco Capital leads investment round into LesserEvil, LLC

November 22, 2018

InvestEco is pleased to announce an investment into LesserEvil, a fast-growing producer of organic and plant-based snacks sold through the United States and Canada. LesserEvil sells 10 SKUs of organic popcorn under the “Buddha Bowl” sub-brand, and five SKUs of GMO free potato chips under its “Green Elephant” sub-brand. The company has also recently launched a new line of organic grain-free Paleo Puffs.

With the tagline “ingredients mean everything”, LesserEvil has become one of the fastest-growing brands in the snack food market by focusing on creating premium products that are clearly differentiated from the competition. With ingredients such as organic coconut oil, Himalayan pink salt, organic grass-fed ghee and extra virgin avocado oil, LesserEvil’s products are particularly attractive to consumers who are looking to indulge their taste preferences without sacrificing health.

The company will use the financing proceeds to increase production capacity at its facility in Danbury, Connecticut; to support the launch of more innovative products across their various product lines; and to expand marketing, sales and distribution.