



CAPPELLO'S
PAID CONTENT

Simple real food for real people

Clean ingredients meets convenience in the frozen food aisle

Two friends in search of a more meaningful life for themselves are inspired to create a modern health paradigm shift serving millions – with a little help from almonds.

Ben and Stacey are long-time friends who reunited after each worked on organic farms on different continents. Both had life-changing experiences. Growing food from the earth was an education, and giving food became a fundamental form of service and an expression of gratitude. Their vision for their company was to have a meaningful exchange with a lot of people, bringing Cappellos' great-tasting, nutritionally relevant food into their homes and sharing it with those they love. Cappellos' was born under the mission to create delicious and nutritious foods that positively impact people and the

planet. Together Ben and Stacey have set a new standard for frozen foods; shifting to a sustainable direction, focused on using only simple, real-food ingredients.

Real food means nothing artificial, ever.

Paleo-friendly and naturally gluten and grain-free, Cappellos' proudly creates products with only simple, real food ingredients—like almond flour, cage-free eggs, coconut oil, whole milk mozzarella, arrowroot flour, and high-fiber psyllium. Nothing artificial is added, ever. Almonds are the hero here, which are nutritionally dense, packed with protein, fiber and healthy fats, but also have an incredible knack for making pastas, pizzas, and cookie doughs with unrivaled taste and textures. "Our frozen fresh almond flour pasta will gladly challenge any noodle or gnocchi to a duel," says the company.

Although dietary guidelines in the U.S. and Europe recommend eating a certain amount of grain products every day, research is finding that grains may not be all they are cracked up to be. A study in the journal *Nutrients* reports that certain grains contain what's called "anti-nutrients," which can increase intestinal permeability and inflammation and affect other health conditions. Reducing grains may support calming inflammation, and improve energy, benefit cognitive function and gut health. Consumers have been responding to this, they prefer clean ingredients and labels they can understand, and grain-free whole food ingredient products hit the right marks. According to SPINS State of the Natural Industry, grain-free is the largest growing attribute in both natural and conventional channels.

COURTESY CAPPELLO'S

The freshest pasta is in the freezer

Cappello's has taken a household go-to, pasta, and frozen it fresh for convenience, texture and flavor beyond your wildest dry pasta imagination! The Cappello's difference is that the simple, real-food ingredients used are unique, and make this pasta way more nutritious than any other on the market. It's then frozen fresh to lock in the delicious, unrivaled homemade taste. There's no question that the freshest pasta in the store is in the freezer! And word must be getting out because **Cappello's pasta owns the Top 2 spots and has 3 items in the Top 10 item ranking in the latest SPINS Natural Channel data for frozen pasta.**²



With well-being at the forefront of life as we know it, healthier grain-free offerings just make sense.

Pizza delivers: Mindful choices in the frozen aisle.

No conversation about the frozen aisle is complete without pizza, sitting comfortably in the top three most purchased frozen items. The quintessential convenience food, the newest grain-free pizza iterations get a complete makeover with a focus on health, opening it to a large category of shoppers who up until now could not indulge. Both made on their signature Almond Flour crust, enter Cappello's new White Pizza, the first grain-free white pizza on the market and new Margherita pizza, a vegetarian delight. And the sales numbers are clear: **Cappello's Pizza is growing +77% in dollars in the latest SPINS Natural Channel data and top**

Power packed nutrition: NEW Sweet Potato Gnocchi & Spaghetti

In the frozen food space, shoppers favor brands with clear health and sustainability benefits—be it gluten-free, non-GMO, or free-from undesirable ingredients. Finally, a fresh, frozen pasta that truly meets the demand.

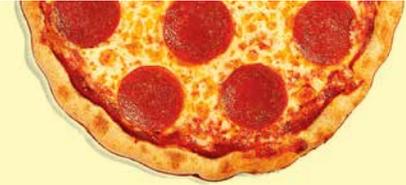


By special request from the Paleo community, Cappello's new sweet potato gnocchi adds an additional nutrient boost with zero added sugar.

And cooking up in just 90 seconds, Cappello's new Almond Flour Spaghetti is the closest you can get to fresh, naturally packed with more nutrition than dry pasta, it delights with a divinely silky texture.

dollar velocity performer.

The current pandemic is only strengthening the frozen trend. Seven in 10 frozen food shoppers have stepped up the amount of frozen food they buy. But even as post-stock up buying trends have normalized, frozen continues to lead the growth. And while more Americans say they're eating indulgent,



FROZEN FOOD HAS NEVER BEEN HOTTER!

During COVID stock up periods, the Frozen category experienced double digit growth in both MULO (+83%) and Natural Enhanced (+99%)...

...And with post-stock up buying trends normalizing, the Frozen category is now leading the growth in both MULO (+28%) and Natural Enhanced (+26%)!¹



comfort foods regularly for stress-relief, about the same number say they're now eating healthier. SPINS COVID 19 Buying Trends Report notes consumers continue to make more mindful choices, with grain-free products up 164%. Delicious and healthy, this is what customers crave today, and what innovative brands must deliver.

Cappello's mission, rooted in modern health, is leading the way. Hat's off to Cappello's!

During early COVID shopping periods, grain-free products grew at +164% vs (an already impressive) 81.5% in 2019.¹

¹ SPINS COVID 19 Buying Trends Report

² SPINS Natural Channel Period 3 Data Ending 6/14/20, Dollar % Change vs YAG