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CapitalValue Advisors Represents Fresca Foods, Inc. in its Minority Investment in 34 Degrees.

CapitalValue Advisors ("CVA") is pleased to announce that Fresca Foods, Inc. ("Fresca") has made a \$3.4 million investment in 34 Degrees in exchange for a 10% share of the company. CVA acted as the exclusive financial advisor to Fresca in the transaction. The investment will help 34 Degrees, makers of all-natural, wafer-thin crackers, 34° Crisps, accelerate growth through brand-building programs and continued product innovation. Fresca's investment builds off a long-term relationship between both parties. Over the past ten years, Fresca has managed product development, materials, purchasing, manufacturing and warehousing for 34 Degrees.

With the investment, 34 Degrees will launch its first-ever comprehensive national consumer marketing campaign this holiday season. Additionally, through increased access to Fresca's team, 34 Degrees will expand its research and development efforts to create new flavors, products and packaging formats that fit consumer needs and the changing retail environment. 34 Degrees will continue to operate as a Denver-based independent company led by its existing leadership team and with increased access to Fresca's operations and management expertise.

"Since day one, our team has looked for creative ways to grow our business, from how we produce 34° Crisps to where we chose to sell our product in the store," said Craig Lieberman, founder and president of 34 Degrees. "As we considered potential investors, we once again saw the opportunity to do things a bit differently, expanding an existing partnership with our supply chain partner rather than creating a new partnership with a financial institution. For us, it came down to our beliefs and mission. This is more than a value based partnership, it's a values based partnership. We're excited to continue building our business with a partner who places just as much significance on people, community and healthy growth as we do."

"We at Fresca have a goal to increase accessibility to snack foods that are good for our bodies and the planet," said Todd Dutkin, CEO of Fresca. "We chose to partner with Craig years ago because we recognized his energy, passion and commitment to building a successful business that delivered a strongly-differentiated product. Today, 34 Degrees is at the precipice of accelerated growth and by combining the strengths of each of our teams, the potential is boundless."

“The expertise and guidance provided by the CVA team was instrumental to the success of the process and their skill at crafting a win-win financial arrangement for the partners, was a key success ingredient in the transaction,” Dutkin went on to say. “We are very, very pleased with the service they provided to us throughout the process.”



About Fresca Foods, Inc.

Fresca started as Pasta Fresca in Boulder, Colo., selling all natural foods to retail customers and wholesale accounts more than 24 years ago. Over the past 13 years, Fresca has transformed from a small foodservice manufacturer into a paradigm-shifting natural foods company, operating its own natural food brands and serving as supply chain and innovation partner to category leaders. For more information about Fresca Foods, visit www.frescafoodsinc.com. For more information about Sejoyia Foods and Coco-Roons, visit www.sejoyia.com. For more information about Open Road Snacks, Rocky Mountain Popcorn, Sinfully Thin popcorn and Diegos chips, visit www.openroadsnacks.com.



About 34 Degrees

34 Degrees, the maker of all-natural, wafer-thin crackers, 34° Crisps, was created by people with a profound love of food and is headquartered in Denver. Made from only a handful of natural ingredients, 34° Crisps are a great-tasting and endlessly versatile companion to cheeses, meats, fruits, spreads – and a world of pairings that can turn a snack into a delicious meal. They were created as the perfect companion to the world's favorite cheeses, but the truth is, fans love them paired with just about anything, and straight from the box, too. The light crisps, inspired by travels and culinary experiences throughout Australia, are available in six savory flavors, including Natural, Sesame, Cracked Pepper, Rosemary, Whole Grain and Toasted Onion, and four sweet flavors, including Chocolate, Vanilla, Cinnamon, and Sweet Lemon. 34° Crisps are available in the deli departments of most grocery retailers throughout North America. To learn about 34 Degrees' mission, sustainability efforts, community giving and to find a store near you, visit 34-degrees.com. Or, for real-time conversations and creative recipe ideas, visit Facebook, Pinterest, Twitter and Instagram.

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