

Awakened Grains™

Corporate Backgrounder



Company Overview

Awakened Grains has completely reimagined how grains are naturally transformed, revolutionizing how they are used in food. Through a patented sprouting, germination and transformation process, the company transforms whole grains and legumes into clean-label baking flour and other ingredients designed to enhance protein and nutrition while enhancing the flavors, aromas, textures and performance consumers expect from pastries, baked goods, snacks, breakfast cereal, mixes, and pasta.

Awakened Grains' technology helps food manufacturers increase access to grains' natural nutrition without asking consumers to compromise what they eat. The result is a new way to make foods more nutritious, using the inherent power of whole grains rather than added ingredients.

Mission and Vision

Mission: To work with leaders in the baked goods, snack, breakfast cereal and pasta industries to give consumers access to heightened nutrition, superior whole grain products through Awakened Grains' patented, all-natural germination, sprouting and transformation process.

Vision: A healthier world brought about by increasing the nutritional value and quality of whole grains, without requiring a change to eating habits.

The Opportunity

Consumers increasingly look for foods that offer better nutrition, and cleaner ingredient labels without having to compromise quality and flavor. Being "better for you" should not mean "tasting worse." Consumers should not have to choose between nutrition and taste – something that has always been a challenge for whole grain foods (just think pasta and pancakes). For manufacturers, it is a familiar tradeoff: to either improve nutrition and risk compromising taste, texture, or processing performance; or protect product experience by increasing additives, sugar and other complex ingredients. The other option is to rely on

conventional baking flour that delivers less nutritional value, no fiber, lower protein and inferior nutrition.

Awakened Grains addresses this gap by enabling food companies to create delicious, nutritional whole grain products with superior nutrition, protein, quality, and flavor, while maintaining the sensory qualities consumers expect from bread, pastries, soft-baked goods, pancakes, snacks, and pasta.



Technology

At the center of Awakened Grains are years of research into whole grain nutrition, which has resulted in an international process patent of controlled germination and transformation that enhances the proteins, fiber, and nutrients of whole grains and legumes/pulses, while improving flavor, texture, and digestibility. The process unlocks grain's latent nutritional value while producing baking flour n other products that have superior flavor, function, quality, and performance. Additionally, pastries made with Awakened Grains baking flour require 20-30% less added sugar.

Because the approach enhances the natural quality of the grain itself, Awakened Grains can help brands deliver meaningful nutrition with clean labels and without added ingredients, fortification, or genetic modification.

Product and Application Areas

Awakened Grains ingredients are intended for use across multiple categories where flour and grain-based inputs are central to product performance, including:

- Bread (whole grain and sourdough)
- Pastries (cookies, cakes, muffins, cinnamon rolls, donuts, etc.)
- Snacks and crackers
- Pasta and Noodles (Asian – all types)
- Breakfast Cereals (Oatmeal, whole-grain cereals)
- Pancakes and Waffles
- Mixes (pancake, cake, etc.)

For food manufacturers, the platform offers a way to improve protein, nutrition and flavors without asking consumers to change their behavior or preference for taste, texture, quality, or appeal.

Value Proposition

Awakened Grains helps brands deliver better-for-you products without forcing consumers to compromise on what they desire to eat. The process produces baking flour with up to 40 times more fiber, three times more protein, 75% less starch and a 25 percent reduction in added sugars compared with standard formulations, while preserving the familiar eating experience of traditional grain-based foods.



The company's core value is simple: better nutrition, cleaner labels, natural processes and superior quality and flavor.

Company Executives

Dan Haggart, CEO and Founding Partner — Dan Haggart brings more than 20 years of executive business experience from IBM Corp., where he held leadership roles across sales, marketing, finance, product planning and regional sales management. He is also the founder of Cherrish, a high-performance cherry juice brand designed for athletes, with products supplied to customers across the NFL, MLB, NCAA and the U.S. Military.

David Naccarato, COO, Inventor and Founding Partner — David Naccarato has more than 35 years of experience spanning food, agri-business, processing technology, energy, sustainability, infrastructure and project development. As the inventor of Awakened Grains' patented process, he plays a central role in production, operations and ongoing research and development for new applications and products.

David Howitt, Strategic Advisor and Founder/CEO of Meriwether Group — David Howitt is the Founder and CEO of Meriwether Group, a business advisory and growth platform focused on consumer brands. He brings extensive experience in licensing, royalty agreements, brand development and business acceleration. Earlier in his career, David served as corporate counsel and later as a licensing and business development executive at Adidas America, where he helped oversee a major licensing portfolio. Through Meriwether Group, he has advised and supported notable consumer brands including Oregon Chai, Stumptown Coffee and Dave's Killer Bread.

Positioning

Tagline: Power from Flour

Boilerplate: Awakened Grains is a Seattle-based grain technology company dedicated to rethinking how grains are milled and used in baking and other food applications. Through a patented sprouting and milling process, Awakened Grains transforms whole grains and legumes into clean-label flour ingredients that offer enhanced nutrition, natural sweetness and the performance manufacturers need to create foods consumers already know and love.



Contacts

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