



FACT SHEET

- Company launched in 2009 under the name of Randy's Granola.
- Suzanne Vier, a Detroit native, is the owner of the company.
- Sold at various specialty food stores and restaurants in Michigan, Illinois, Ohio and New York.
- Each bag of Simply Suzanne Granola is handcrafted in small batches using whole grain rolled oats.
- Made in Michigan with locally sourced ingredients.
- The granola comes in three sizes and in four sweet and savory flavors:
 - Original
 - Lotsa Chocolate
 - So Very Cherry
 - Dark Chocolate and Coffee
- All flavors are all natural and made without preservatives, artificial flavors, trans fats, cholesterol or high fructose corn syrup.
- Product line includes vegan and nut-free varieties.
- Price point is on average less than local and regional competitors and on target with national brands.
- Differentiators: sweet and savory flavors – not afraid to add spices like sea salt and black pepper to enhance the all-natural flavors of granola.
- Simply Suzanne can currently be found in: Meijer, Whole Foods, Spartan Stores, Holiday Market, Papa Joe's Gourmet Market, Hiller's Market, Westborn Market and other specialty grocery stores.
- Website: www.simplysuzanne.com