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### **JAFFLZ® MAKES GREAT STRIDES IN WHOLESALE MARKETS**

In 2016, Jafflz®, producer of globally inspired Gourmet Toasted Pockets™ made with all natural ingredients, put its brick-and-mortar retail model on the back burner in favor of scaling up production to produce our timely, toasty and tasty Jafflz® Gourmet Toasted Pockets™ in impressively increasing volumes to fulfill wholesale purchase orders from major food service operators and retailers. In order to fill these ever-increasing purchase orders, Jafflz® has entered into distribution deals with Nicholas & Co., Sysco and US Foods, which will allow us to ship our products from coast to coast.

Jafflz® Gourmet Toasted Pockets™ can now be found hot and toasty in multiple locations at the University of Utah, Utah State University and Westminster College, in school districts in Texas, in local and regional coffee shops in Utah and Nevada, and in juice bars such as Booster Juice. And for the first time, Jafflz® are now available for retail sale in both the packaged grab-and-go and freezer sections of The Market at Park City for take-home convenience.

These first food service accounts have helped Jafflz® develop a wholesale model that is now ramping up and is already seeing great expansion, with several additional impressive wholesale relationships now commencing or on our immediate horizon. Jafflz® has recently inked several very exciting purchase order relationships, including the Mandalay Bay and Delano Hotels for both retail and food service/catering (with additional MGM Resorts in the works) and the Orleans Arena, all in Las Vegas, Nevada. And in another piece of recent news, Jafflz® Gourmet Toasted Pockets™ are available in the prepared foods deli section of Whole Foods Markets' Park City store, with additional local and regional Whole Foods Markets locations expected to roll our products out in the near term.

The move to a wholesale model is a major step forward for Jafflz®, and marks a new direction that allows us to establish regional and national distribution and brand awareness. This is allowing Jafflz® to connect with increasing numbers of knowledgeable consumers who are now discovering that it is truly possible to enjoy gourmet grab-and-go convenience food that is authentic, healthy and delicious.

We at Jafflz® are looking forward to a very busy and interesting 2017.

Jafflz® produces a full line of globally inspired savory and sweet Jafflz® Gourmet Toasted Pockets™ using all natural ingredients in our USDA/FDA certified facility, with gluten-free, vegetarian and vegan options, all perfect for breakfast, lunch, snack and dinner.

Jafflz, LLC, is a partnership between Chef Meryl van der Merwe and Baltimore-based Sagamore Ventures, operating in Park City, Utah.

Jafflz®. Real Food. Real Fast.™

Additional information can be found at [www.jafflz.com](http://www.jafflz.com).