



ProInfluence Startup Spotlight: Episode #1

Startup Spotlight is a platform featuring new, consumer-based startup companies and their passionate founders.

Startup: HomePlate Peanut Butter
Clint Greenleaf, CEO & Co-Founder



What's your elevator pitch for HomePlate Peanut Butter (HPB)?

Try this.

Who are some of the HPB founders and their backgrounds?

Our founding team includes seven former major league baseball players, because if there's anyone that knows the power of peanut butter, it's a baseball player. Peanut butter and baseball players go together like ramen noodles and college students. When ball players are on their minor-league teams and making next to nothing, peanut butter becomes their go-to source of healthy calories packed with protein. As these players grow through the system, their salaries may increase, but peanut butter remains a staple in every clubhouse. Our founders were retired from the game and now with little leaguers of their own, and they felt that athletes and families deserved a better peanut butter option.

Peanut butter is a mature product category. How's HPB differentiated in such a competitive market?

Peanut butter may be a mature product category, but it is also very polarizing with a major gap in the middle. The legacy brands are what almost everyone grows up eating, but the mega corporations fill them with cheap ingredients like high fructose corn syrup and hydrogenated vegetable oils. For some, the familiar flavor profile trumps any nutritional concerns. But others resort to what we consider to be the market's overcompensation: hyper-all-natural peanut butters. The cleaner label of these alternatives is appealing to the health-conscious consumer, but it comes at a price – the flavor and consistency of our favorite childhood snack is completely sacrificed, leaving the consumer with a gritty, grainy paste and a layer of oil separation.



What HomePlate Peanut Butter offers is the best of both worlds. We spend a little more on top-quality ingredients to give consumers a product with a clean, simple label and big, delicious flavor. It tastes like the peanut butter you grew up eating, but without all the bad stuff. Most peanut butters require the consumer to choose between tasty and healthy – HomePlate delivers on both.

Our peanut butter also comes with the credibility of an entire major league sports network. Not only were we founded by former MLB players, HomePlate Peanut Butter was selected as the official peanut butter of the Professional Baseball Clubhouse Managers Association, which means our products are found in every MLB clubhouse. But we're not just limited to fueling baseball players – professional teams from the NFL and the NBA use our peanut butter in their locker rooms as well.



How would you define your consumer target market?

Our target market is the conscious consumer who cares about what they put into their bodies, but also needs their food to taste good. It's the progressive parent who is looking for a better-for-you snack option for their active families. It's the athletic adventurer who hits the gym so that they can also hit up happy hour.

Where can consumers buy HPB today?

We are in a little over 1,200 stores, but the majority of those are in our backyard here in Texas. We are doing test markets with larger chain accounts in Texas, such as Sprouts, Kroger and Whole Foods, with the intention to expand nationwide. We do offer a Store Locator on our website and for those out of reach, all of our products are available on Amazon.



What are your sales over the last 12 months? How are they trending?

We started 2016 off with product in 50 grocery stores. We're now in over 1,200 and growing. We anticipate our sales to double, if not triple this year.

Are you currently raising capital?

We're finishing our A-Round right now and will probably raise our B-Round in 2018.

If people wanted to learn more about HPB, where should they go, who should they contact?

Our website, www.homeplatepb.com, shares our story and more information about our products, and there is a Contact page for additional inquiries.

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Steve Schwartz, Founder
sschwartz@proinfluencellc.com ▪ 206 992-3554
 @ProInfluenceLLC  @ProInfluence

