ProInfluence Startup Spotlight™ on Karma Nuts

Startup Spotlight™ features innovative, consumer-based startup companies and their passionate founders.

Ganesh Nair, Founder & President

Who is Karma Nuts and how did the company get started?

Karma Nuts was founded by Ganesh Nair, who took his Masters in Health Science & Technology from MIT <u>plus</u> his 10+ years of diabetes care work and married them with his family's deep legacy in the cashew business. After decades of proliferation in sugary snacks and fried junk food, he saw an opportunity to develop an alternative to the oil-fried cashews that were normally seen on supermarket shelves.

What makes Karma Nuts different than so many other nut & snacking companies?
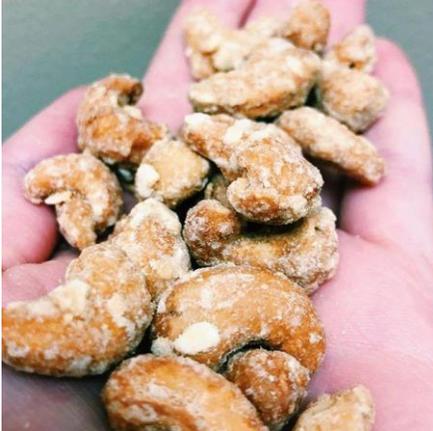
Karma Nuts is the home of the Wrapped® cashew (the most delectable, crunchy, and nutritionally dense cashew) which was developed by the Nair family leveraging their 85+ years of experience in the cashew business. In 2016, the Wrapped® cashew was recognized as the "Best New Snack" at the world's largest Natural Products show, Expo West. Our Wrapped® cashews deliver twice the fiber and antioxidative activity as blueberries, making them the most nutritionally superior cashew.

Karma Nuts has since developed many delicious flavors of both Wrapped and Roasted (which are the more conventional "skin-less" cashews) cashews, using All-Natural, Non-GMO Project Verified, Gluten-Free, Vegan, and Kosher ingredients.

Who are some of the key Karma Nuts team members & backgrounds?

Karma Nuts is helmed by **Ganesh Nair**, bringing his health care experience from Johnson & Johnson as well as his family said expertise in the cashew business. Sales is led by **Chuck Monahan**, an industry veteran who helped build Gardenburger and Black & Green chocolates to the huge businesses they became. **Christina Appleton** heads up marketing & ecommerce, bringing experience from General Mills and Thrive Market. **Nicole Fitzpatrick** handles business operations, and she comes to us from the National Food Lab.

Who is your primary target market and how do you best reach them?

We think our delicious cashews are for everyone! That being said, when we look to launch ads, we target primarily Millennial and Gen-X women who are mindful of a healthy lifestyle and looking for healthier snack options for their busy lives.

Where can consumers buy Karma Nuts today?

Karma Nuts can be found online at Thrive Market, Amazon, and karmanuts.com. For physical brick & mortar locations, you can find us at many fine retailers including Kroger, Harris Teeter, Meijer, Jewel, Shaw's, Lunds & Byerlys, Lassens, Wegmans, and hundreds of natural retailers throughout the country.

How do sales look over the last 12 months? How are they trending?

We have been rapidly building distribution the past 12 months and have seen our business double in that time frame. As we continue to invest in brand-building and sales activities in our new locations as well as our online presence we see that trend continuing in the future.

Are you currently raising capital?

We are looking to raise a round to build out our sales and marketing infrastructure to more quickly bring on new accounts and capitalize on the distribution that we currently have.

What's one thing people should remember about Karma Nuts?

In the words of one of our consumers, Karma Nuts is the home of "Absolutely the best cashews"!

To learn more about Karma Nuts, where should people go?

We encourage everyone to visit us at https://www.karmanuts.com/ and on the following social platforms:

 Facebook   https://www.facebook.com/KARMANUTS/

 Instagram https://www.instagram.com/karmanuts/

#DoGood-EatGood-FeelGood

Listen to Ganesh further discuss…

Clip #1: Who We Are & Why We're Different (1-min)
Clip #2: Building the Business (1-min)
Clip #3: How Nutritious Are Cashews? (1-min)

Steve Schwartz, Founder
sschwartz@proinfluencellc.com ▪ (206) 992-3554

 @ProInfluenceLLC | @ProInfluence | ProInfluence

PROINFLUENCE