



Overview

34 Degrees is the latitude of Sydney, Australia, where founder, Craig Lieberman, first discovered the delicious, thin crisps that inspired what they make in Colorado today. 34° Crisps are light, crunchy, all-natural crackers that are simply good to eat. They were created as the perfect companion to the world's favorite cheeses, but the truth is, fans love them paired with just about anything, and straight from the box too.

Background

34 Degrees was created by people with a profound love of food and is headquartered in Denver. In 2003, Craig launched 34 Degrees and began importing specialty foods from overseas. Eventually, Craig's desire to bring his business and passion for good food closer to home resulted in focusing exclusively on the thin, tasty crackers. In 2007, the Denver-based company began manufacturing 34° Crisps nearby in Boulder County, CO. Today the team is comprised of ten hard-working, fun-loving employees that operate like a close-knit family.

34° Crisps are available in seven savory varieties including Natural, Sesame, Cracked Pepper, Rosemary, Whole Grain, Poppy Seed and Toasted Onion. They are available at grocery stores throughout North America. 34 Degrees is committed to creativity and innovation and seeks to continually broaden distribution to keep double-digit annual growth steady.

To learn about the company's mission, inspiring recipes, community giving and the full product line, visit 34-degrees.com.

Retailers

Wherever there's cheese, find 34 Degrees! 34° Crisps can most often be found in the deli departments of a variety of retailers throughout the U.S. and Canada, including: Whole Foods Market, Kroger, Costco, Publix, Sprouts, Target, Wegmans, Loblaws, Sobeys and more. Also available online at Amazon.com.

Products: Pair Them & Share Them

The great-tasting and endlessly versatile crisps are sure to complement your favorite cheeses, spreads, fruits and meats without stealing the show. The subtly toasted crackers are the perfect snack any way you serve them and are always a hit with friends and family. One serving of 34° Crisps includes nine satisfying crackers — all for only 50 calories and less than one gram of fat!

NATURAL

- Pair them with rich Camembert, salty bacon and tangy, sliced pears
- Share them when friends come over for dinner

CRACKED PEPPER

- Pair them with roasted turkey, smoked Gouda and honey mustard
- Share them while you cheer on your favorite team on game day

WHOLE GRAIN

- Pair them with sliced avocado and a dash of sea salt
- Share them at a summer picnic

TOASTED ONION

- Pair them with garlicky pesto and fresh, tangy goat cheese
- Share them as a perfect start to a potluck

SESAME

- Pair them with smoky salmon and plain Greek yogurt
- Share them at book club gatherings

ROSEMARY

- Pair them with creamy hummus and fresh cucumber slices
- Share them with your colleague at the office as part of a smart lunch

POPPY SEED

- Pair them with prosciutto wrapped asparagus and a dollop of creme fraiche
- Share them as a light, flavorful app or snack

Beyond Taste: Why Choose 34 Degrees?

34° Crisps are indeed delicious, but the 34 Degrees team takes great pride in many of its business practices:

- Whenever possible, the packaging materials and ingredients for 34 Degrees' products are sourced from local vendor partners in the Rocky Mountain Region, making for a fresh and environmentally mindful snack
- In a category that is generally filled with imported products and brands that have been in the market for decades, 34 Degrees offers a domestically-produced option with lower carbon emissions and a vibrant, well-rounded brand experience for consumers
- Wind energy credits offset 100 percent of the energy used to produce the paperboard packaging and to run the bakery that makes 34 Degrees' products



Awards and Accolades

- 2014** 34 Degrees included in Top 250 Private Companies by ColoradoBiz Magazine
- 2013** 34° Whole Grain Crisps are selected as a “runner up” in the Vegetarian Times reader’s pick poll for Best Fancy Crackers
- 2013** 34 Degrees ranks #3135 on the 2013 Inc. 5000 list of America’s fastest-growing companies
- 2013** Lieberman is selected as *Colorado Biz Magazine* CEO of the Year Finalist
- 2012** Lieberman is selected as Ernst & Young Entrepreneur of the Year Regional Semifinalist
- 2012** 34 Degrees wins *Colorado Companies to Watch* award
- 2009** 34° Rosemary Crisps are selected for *NASFT sofī™* award
- 2005** *Food & Wine* magazine profiled Lieberman as a top young talent in “Tastemaker Awards ‘05”
- 2004** *Gourmet News* featured Lieberman in their “Top 20 Under 40” list

Giving Back

34 Degrees believes everyone should have access to good food so they pledge to share their crisps with friends and neighbors in need. The company donates 1% of all the crisps they bake to causes that fight hunger. In 2014, that equaled 3.4 million crisps! The more you pair, the more they share. So, party on!

Since 2011, 34 Degrees makes quarterly donations of crackers and volunteers employee hours to the Food Bank of the Rockies, Project Angel Heart, Share our Strength and more. Tens of thousands of Colorado families at risk of hunger are positively impacted by the contribution of 34 Degrees.

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