



## OUR STORY...

### Overview

34 degrees is the latitude of Sydney, Australia, where 34 Degrees founder, Craig Lieberman, first discovered the delicious, thin crisps that inspired what the company makes 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 company began manufacturing 34° Crisps in Boulder County, Colo. Today, the team is comprised of twelve hard-working, fun-loving employees that operate like a close-knit family.

34° Crisps are available in six savory flavors, including Natural, Sesame, Cracked Pepper, Rosemary, Whole Grain and Toasted Onion. And, four sweet flavors, including Chocolate, Vanilla, Cinnamon and Sweet Lemon. They are available in grocery stores throughout North America and retail for \$3.99-\$4.99 per box.

### 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, Walmart, Publix, Sprouts, Target, Wegmans, Loblaws, Sobeys, Safeway, Albertsons, King Soopers and more. They are also available online at Amazon.com.

### Products: Pair Them & Share Them

The great-tasting and endlessly versatile 34° Crisps are sure to complement your favorite cheeses, meats, fruits, and spreads 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.





<p><b>34° NATURAL CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with rich Camembert, salty bacon &amp; tangy, sliced pears</li> <li>• Share them when friends come over for dinner</li> </ul>	<p><b>34° TOASTED ONION CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with garlicky pesto &amp; fresh, tangy goat cheese</li> <li>• Share them as a perfect start to a potluck</li> </ul>
<p><b>34° SESAME CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with smoky salmon &amp; plain Greek yogurt</li> <li>• Share them as a light, flavorful app or snack</li> </ul>	<p><b>34° CHOCOLATE CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with creamy cheese, strawberry, honey &amp; mint</li> <li>• Share them for dessert</li> </ul>
<p><b>34° CRACKED PEPPER CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with roasted turkey, smoked Gouda &amp; honey mustard</li> <li>• Share them while you cheer on your favorite team on game day</li> </ul>	<p><b>34° VANILLA CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with hazelnut spread, orange marmalade &amp; sea salt</li> <li>• Share them with the whole family</li> </ul>
<p><b>34° ROSEMARY CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with creamy hummus &amp; fresh cucumber slices</li> <li>• Share them with your colleagues at the office or as part of a smart lunch</li> </ul>	<p><b>34° CINNAMON CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with green apple, aged cheddar &amp; candied pecans</li> <li>• Share them during the holiday season</li> </ul>
<p><b>34° WHOLE GRAIN CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with sliced avocado &amp; a dash of sea salt</li> <li>• Share them at a summer picnic</li> </ul>	<p><b>34° SWEET LEMON CRISPS</b></p> <ul style="list-style-type: none"> <li>• Pair them with soft cheese, blueberries &amp; lemon zest</li> <li>• Share them at a book club gathering</li> </ul>

## Beyond Taste: Why Choose 34 Degrees?

In addition to making delicious 34° Crisps, the 34 Degrees team takes great pride in many of its business practices that make choosing 34 Degrees irresistible:

- In a category that is generally filled with imported products and brands that have been in the market for decades, 34 Degrees offers an option produced in the U.S., 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 where 34 Degrees' products are made.
- 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.

## Giving Back

34 Degrees believes everyone should have access to good food, and so the company pledges 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 2016, that equaled 4.5 million crisps! The more you pair, the more they share. So, party on!

Since 2011, 34 Degrees has made quarterly financial and product donations, and employees volunteer hours to the Food Bank of the Rockies, Project Angel Heart, No Kid Hungry and other organizations. Annually, tens of thousands of Colorado families at risk of hunger are positively impacted by the contributions of 34 Degrees.