



April 3rd, 2022

Hello - In an effort to continue to be transparent, we wanted to provide an update regarding our new Snack'n Waffle "saddle pack" packaging, which again was a design that was implemented to handle the substantial increase in supply from our new line over the last few months as I indicated in my prior email. We understand that this change has been cumbersome for some and requires an additional step which deters from one of the main key attributes of Snack'n Waffles...convenience.

While our goal for this design was always to make the process as seamless as possible (i.e. very easy to pull apart), the initial output from our new automated packaging equipment over the last 2 months has not been optimal.

Bottom line...we hear your feedback and we are continuing to make changes as fast as possible to either make the perforation between the 2 waffles seamless to pull apart with little effort or we will make the necessary significant capital/labor investment to return back to individual waffles. We anticipate this decision to be made within weeks, not months.

Our Snack'n Waffles are still the same fantastic tasting product with 6g protein, 51% whole grains and 42% less sugar than waffles with syrup. However, given that we installed our new automated packaging system just a few months ago, we are still working through the initial growing pains of how to efficiently and effectively handle the 4x increase in daily output.

We will be sure to provide regular updates on our progress. In the meantime, please feel free to reach out to me or Peter Jacobson with any issues and we will be happy to work with you regarding rebates for damaged product and/or additional labor over the last few months.

As always, we appreciate your support and patience as we navigate through this next step in our significant growth trajectory and look forward to continuing our partnership!

Sincerely,
Eric & Peter

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