

FF2032 INVESTS IN US GLUTEN-FREE AND ALLERGY-FRIENDLY COOKIE BRAND PARTAKE

FF2032, Lotus Bakeries' corporate venture fund, just closed a minority investment in US company Partake Foods, participating in Partake's Series A round alongside Marcy Venture Partners, CircleUp Growth Partners, Black Capital, Bobby Wagner, Black Star Fund, Chuck Muth, John Foraker and Robyn Rihanna Fenty.

Partake is a fast-growing brand that markets gluten-free and allergy-friendly cookies, all of which are free from the eight major allergenic foods: dairy, eggs, fish, shellfish, tree nuts, peanuts, wheat and soy. The brand has a compelling and delicious range of both crunchy and soft-baked cookies, available in a variety of flavours. Moreover, all Partake cookies are vegan, gluten-free and non-GMO.

Partake was founded in 2016 by Denise Woodard who came up short in finding safe and healthy snacks for her daughter Vivi, who was diagnosed with severe food allergies as an infant. Denise quit her corporate job and established Partake as a way of creating her own delicious and safe to eat snacks. In 2019 she successfully raised money from, amongst others, Marcy Venture Partners, accelerating the growth of the company. Today, the cookies can be found mainly in US grocery stores and the US natural foods channel.

Partake is the third company to join the FF2032 investment portfolio, next to UK's 'Peter's Yard' and the US brand 'Love Corn'.

"Lotus Bakeries' rich traditions and commitment to healthy and accessible snacking are a welcome complement to Partake's mission of providing daily moments of joy to every consumer. In addition, their global footprint, experience in scaling businesses, and aligned values make them a wonderful partner, and we welcome them on board as an investor in this next stage of growth."

- Denise Woodard, CEO and founder of Partake Foods, Inc.



FF2032's ambition is to create a platform for investment in promising brands and growth companies offering innovative products, technologies or market approaches within the food and beverage sector. The fund invests in innovative businesses focussed on modern consumer demands in the areas of health, nutrition and convenience.

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