

Arcadia Bio takes specialty wheat ingredients to China

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Collaborates with Corner Foods to Commercialize GoodWheat™ Technology

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Arcadia's GoodWheat was developed to offer unique health and nutritional benefits, such as higher fiber, improved protein quality and reduced allergenic gluten. Consumer preferences strongly align with these benefits.

GoodWheat ingredients reimagine the health benefits around traditional bakery items, pasta and other wheat-based food products as well as offer alternative starch solutions to the pharmaceutical industry.

Through Corner Foods, Arcadia's GoodWheat ingredient-based food products will be introduced directly to consumers in China via popular e-commerce site TMall and cooking and lifestyle network Tastemade China. Together, these digital platforms reach an estimated eight million consumers in China per month.

Arcadia and Corner Foods also plan for introductions into food retail and foodservice markets in Israel, long known for food tech innovation focused on healthful ingredients. Israel is home to more than 50 agriculture and food technology start-ups. In 2018, annual investment in Israel's food tech sector rose to \$100 million, according to a report by Start Up Nation Central.