

GoodBelly secures \$12 million investment

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"We are excited to partner with 301 INC to help take GoodBelly Probiotics to the next level," said NextFoods, makers of GoodBelly, CEO Alan Murray. "This investment is a testament to GoodBelly's leadership in the category and the continued growth of probiotic food and beverages. With this partnership, we look forward to driving new product innovation as well as expanding our team to reach new consumers."

The investment from 301 INC builds on NextFood's partnership with General Mills that started in 2016. The companies recently partnered to launch GoodBelly Crunchy Probiotic Bars, which debuted at Natural Products Expo East last fall and began rolling out nationwide earlier this year.

Gut health is a growing trend among food consumers, with the market projected to reach \$64 billion by 2023. GoodBelly is the leading probiotic juice brand on the market, with a vision to combine natural foods and science to give consumers a “feel the effect experience”. The company only uses the most well researched strains to ensure efficacy in promoting healthy digestion. Not only does Nextfoods take the science seriously, they also recognize consumers want to make healthier choices without sacrificing taste, which is why all of their products are created to be delicious, approachable and convenient.