



FOR IMMEDIATE RELEASE

*Photos and logos are available at <http://bit.ly/1zzHQV9>

Contact:

Rajan De Los Santos
ChristieCommunications
(805) 969-3744
rajan@christiecomm.com

Michelle Chirby
Kuli Kuli
(510) 350-8325
michelle@kulikulifoods.com

Chef José Andrés Challenges America to Use New Superfood: Moringa **#MoringaInspired Recipe Competition to Benefit Farmers in Haiti**



OAKLAND, CA (July 14, 2015)—Move over kale! A leafy, more nutritious plant that is packed with all the essential amino acids of meat is slowly gaining popularity: Moringa.¹ Highly regarded by many as a superfood, moringa is known to improve nutrition worldwide. With six out of 10 Americans looking for natural, fortified and functional ingredients and foods to include in their daily diet,² moringa is poised to become the next superfood trend in the US. Helping to introduce moringa into the American palate is one of TIME magazine's 100 most influential people, **Chef José Andrés**. Andrés and his non profit, World Central Kitchen, are working with American moringa company, **Kuli Kuli** (www.kulikulifoods.com) and Haitian nonprofit Smallholder Farmer's Alliance to launch a nationwide moringa recipe competition on Instagram, using the hashtag #MoringaInspired to raise awareness and support moringa farming communities in Haiti.

But what is moringa? An "Ancient Green" eaten by indigenous cultures worldwide for thousands of years, moringa is one of the most nutrient dense plants on the planet with nine essential amino acids, 27 vitamins and 46 antioxidants. Because of its nutritional value, moringa has been promoted as a tool to improve nutritional security by

¹ Moyo, B. et.al (2011) "Nutritional characterization of Moringa leaves." African Journal of Biotechnology Vol. 10.

² Sloan, E. (2014) "Top 10 Functional Food Trends for 2014." Food Technology Magazine



international development organizations such as USAID, World Vision and the United Nation's Food and Agricultural Organization (FAO). Just one tablespoon of Kuli Kuli's Pure Moringa Vegetable Powder is equivalent to a full serving of vegetables according to the USDA. For reference, most Americans only get 1.4 servings of vegetables a day.

What does moringa taste like? The raw powdered moringa leaves have a deep, earthy, smoky flavor that mixes well into green dishes such as pesto or guacamole. It can also be used as a thickening agent for soups, smoothies and ice cream.

But don't feel limited by these suggested applications of moringa... get creative with it!

The #MoringaInspired recipe competition seeks to draw creative and inspiring food and beverage creations from consumers using Kuli Kuli moringa powder. Capture, post, and share these moringa inspired recipe creations on Instagram. The top ten recipes that receive the most Instagram likes will be reviewed by a team of judges from José Andrés' nonprofit, World Central Kitchen, which uses the power of food to empower communities and strengthen economies. One winner will be selected to receive a trip to Washington DC, including dinner at José Andrés' new restaurant - China Chilcano.

Each participant is encouraged to purchase Kuli Kuli moringa powder online or at participating Whole Foods Market locations for recipe use. One hundred percent of the proceeds from Kuli Kuli moringa powder purchased online during the contest period will go to Smallholder Farmer's Alliance in support of smallholder moringa farmers in Haiti. To further support entrepreneurs around the globe, Kuli Kuli will donate one percent of sales of Pure Moringa Vegetable Powder in select Whole Foods Market stores to the company's Whole Planet Foundation whose mission is to alleviate global poverty through microcredit. For more information and contest rules, please visit www.kulikulifoods.com/moringa-recipe-competition.

"We are excited to work with Chef Andrés and to engage with consumers through Instagram as we promote moringa, its benefits to one's health, and to farming communities overseas," says Kuli Kuli founder and CEO Lisa Curtis, who was a former Peace Corps volunteer and worked with moringa in Niger. "We hope to foster not only creativity in creating delicious recipes, but also awareness of how moringa helps better the lives of people worldwide."

ABOUT KULI KULI

Kuli Kuli is the first company to introduce moringa, a unique superfood, to the U.S. market in the form of a food product. Kuli Kuli's moringa products include a line of gluten-free, vegan Moringa Superfood Bars as well as Pure Moringa Vegetable Powder and Organic Moringa Tea. Kuli Kuli's products are carried in over 300 retail locations,



including Whole Foods. Kuli Kuli supports women-owned farming cooperatives to grow moringa and use it to improve the health of their communities. By incentivizing women to use moringa and paying fair trade wages, Kuli Kuli is improving livelihoods and health. Kuli Kuli sources all of its moringa from smallholder farmers in Ghana, through the nonprofit Fair Harvest, and is developing a second moringa supply chain in Haiti with the nonprofit Smallholder Farmer's Alliance and José Andrés' nonprofit the World Central Kitchen.

ABOUT MORINGA OLEIFERA

The tiny leaves of the *moringa oleifera* tree may be the world's most nutritious green with high levels of protein, calcium, iron, vitamin A and B vitamins. Once eaten by the ancient Romans, Greeks and Egyptians, moringa leaves have been used in traditional medicine passed down for centuries in many cultures. More recently, the modern scientific community has begun to validate many of these claims with over 1500 studies, articles and publications on moringa. Kuli Kuli is the first company to retail ready-to-eat moringa products.

ABOUT CHEF JOSÉ ANDRÉS

Named to Time's "100" Most Influential list and awarded "Outstanding Chef" by the James Beard Foundation, José Andrés is an internationally-recognized culinary innovator, author, educator, television personality and chef/owner of ThinkFoodGroup. A pioneer of introducing the United States to traditional Spanish tapas and avant-garde cuisine, he is also a committed advocate of food and hunger issues and is known for championing the role of chefs in the national debate on food policy. For more information, visit www.joseandres.com.

ABOUT SMALLHOLDER FARMERS ALLIANCE

The Smallholder Farmers Alliance (SFA) applies a social enterprise model to help feed and reforest a renewed Haiti by establishing farmer cooperatives, building agricultural export markets, creating rural farm businesses and contributing to community development. Launched in 2010, SFA is a Haitian non-profit foundation of 3,200 farmer-members who cultivate one million trees on 2,500 hectares of cropland per year.

ABOUT WORLD CENTRAL KITCHEN

World renowned chef, José Andrés, brings his passion for the "power of food" to World Central Kitchen – a humanitarian organization that focuses on Smart Solutions to Hunger and Poverty. World Central Kitchen is hard at work "empowering the people" to be part of the solution – with focus on building "smart kitchens," training on clean cook stoves, creating jobs, and strengthening local business. World Central Kitchen currently works in Haiti, Zambia, Dominican Republic and the United States.



ABOUT WHOLE PLANET FOUNDATION®

Founded in 2005, Whole Planet Foundation is a Whole Foods Market foundation that alleviates poverty worldwide where the company sources products. The nonprofit's mission is to empower the very poor living in developing-world communities with microcredit and the chance to create or expand a home-based business and lift themselves and their families out of poverty. As of March 2015, Whole Planet Foundation is funding microlending programs through microfinance institution partners in the U.S. and across 64 countries in Africa, Asia, Latin America, supporting more than 5.2 million people with a chance for a better life. To date, the nonprofit has authorized more than \$64 million and disbursed \$45 million through microlending partners around the globe. Learn more and donate online at wholeplanetfoundation.org. To get involved and learn more, visit www.wholeplanetfoundation.org.

ABOUT WHOLE FOODS MARKET®

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com, NASDAQ: WFM), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by *Health* magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"™ captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 88,000 team members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 18 consecutive years. In fiscal year 2014, the company had sales of more than \$14 billion and currently has more than 420 stores in the United States, Canada and the United Kingdom. For more company news and information, please visit media.wfm.com.

###