

# NextFoods

## NextFoods Fact Sheet

### **What is NextFoods?**

NextFoods is the new nutrition venture for Steve Demos, natural foods pioneer and the founder and former president of WhiteWave Inc., and Todd Beckman, former Vice President of Business Development and Operations at WhiteWave Foods Company--the largest producer and marketer of soy based products in the United States.

Based in Boulder, Colorado, NextFoods is committed to developing and marketing functional foods and products that have scientifically proven nutritional benefits. NextFoods products contain proprietary, efficacious and clinically validated ingredients. Their global R&D team is committed to bringing world class, nutritious and scientifically verified functional foods to markets. The company formulates all of their products with organic ingredients whenever possible. Steve, a long-time supporter of the concept of Right Livelihood, the Buddhists' teachings around responsible and conscious capitalism, founded NextFoods with these values.

### **Valuable Market Insights that Led to Launch:**

“As a member of the Baby Boom generation, we thought we were immortal and could eat, drink, travel and do anything we liked,” Steve Demos explains. “Then mortality showed up in the form of body aches. It changed our consciousness in terms of diet and our perspective on nutrition.”

Steve identified that a generational epiphany was occurring and that Boomers were about to take control of their health destiny. Yet, the consumer marketplace wasn't supporting products that addressed this concern. It was this insight, amongst others that led Steve and his colleagues to found NextFoods.

After pioneering the acceptance of soymilk into the average American's diet for 27+ years, Steve believed that it was time to take that knowledge and acceptance of natural and organic foods that had been accomplished over the past few decades and apply clinically verified science to the health concerns that are now driving purchase decisions. What was next? Products that have the potential to help address real human health issues that come from the aging and biological process.

“As the population ages, they will seek out solutions for health concerns that become more prevalent. NextFoods addresses these concerns by offering healthy functional foods as we marry organics and science,” said Demos.

### **Assembling a Winning Team:**

Steve officially introduced NextFoods at Natural Products Expo East in September 2007. He enlisted trusted colleague Todd Beckman in early 2007 and the two partnered to recruit a seasoned team of mavericks, all of whom worked together to launch soymilk to the American public years before. Demos and his renegade product launchers created a market for soy where none existed. Growing Silk® brand soymilk to become the number one best selling soymilk in the country – a business that they took from \$10 million in 1999 to \$380+ million by 2004.

In 2007, NextFoods licensed the leading probiotic, *Lp299v*, from Swedish researchers in order to launch the company's first product GoodBelly™ in January 2008.

For more information go to [www.GoodBelly.com](http://www.GoodBelly.com)

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