



Whipstitch Capital Serves as Exclusive Financial Advisor to Base Culture in Investment from Flowers Foods

FOR IMMEDIATE RELEASE

July 12, 2022, Framingham, MA. Earlier today, Base Culture, Inc. (“Base Culture”) announced it received an investment from Flowers Foods (“Flowers”). Flowers joins an existing investor group led by Emil Capital Partners. Whipstitch Capital served as the exclusive financial advisor to Base Culture in the transaction.

Base Culture Founder Jordann Windschauer created the company after struggling to find all-natural, delicious snacks that aligned with a Paleo lifestyle. In 2012, she started making her own products at home and, just five years later, opened Base Culture’s own manufacturing facility in Clearwater, Florida. Today, Base Culture products are available in nearly 15,000 retail locations nationwide as well as online.

“The world of food is constantly evolving and seeing entrepreneurs like Jordann create a vibrant brand that resonates with health-conscious consumers is truly inspiring,” said Ryals McMullian, Flowers Foods President and CEO. “We look forward to supporting Base Culture as it continues to grow.”

Female-founded and female-led, Base Culture offers simple, all-natural products that are 100% Paleo-certified, gluten-free, grain-free, kosher-certified, dairy-free, soy-free and non-GMO verified. Select items are also Keto-certified.



“Flowers shares Base Culture’s values of putting people first, refusing to compromise on quality and taste, and driving action with insights. Together, we are committed to reaching more consumers around the country with Base Culture’s cleanly-formulated, high-quality and delicious products,” said Windschauer. “We are eager to partner with Flowers and leverage over a century of industry expertise as we embark on our next phase of growth.”

“We have had the privilege of supporting Jordann and her team over the last several years as they reimagine baked goods on shelf, and they have proven to be bold, enterprising and determined every step of the way,” said Marcel Bens, Managing Partner and Chief Operating Officer of Emil Capital Partners. “We are delighted that Flowers Foods has chosen to invest in the company, and we believe this is the start of an exciting chapter that will ultimately see Base Culture become a household name.”

“Having worked with Jordann and the team in multiple transactions since 2017, it has been impressive to watch Base Culture grow. We are excited about this partnership and look forward to seeing the power of what Flowers and Base Culture can accomplish together,” added Nick McCoy, Managing Director at Whipstitch Capital.

ABOUT BASE CULTURE

Base Culture proudly produces high-quality breads and baked goods made with clean ingredients for consumers seeking deliciously nourishing, satisfying options. All Base Culture products are 100% Paleo-certified, gluten-free, grain-free, non-GMO and kosher. The company also has 100% Keto-certified options in its sliced breads and almond butter product lines. Everything is made in-house at the Base Culture’s manufacturing plant to ensure that product quality is held to the highest of standards. Base Culture products are available nationally at stores including Whole Foods Markets, Kroger, Publix, and Albertsons/Safeway.

ABOUT FLOWERS FOODS

Headquartered in Thomasville, Ga., Flowers Foods, Inc. (NYSE: FLO) is one of the largest producers of packaged bakery foods in the United States with 2021 sales of \$4.3 billion. Flowers operates bakeries across the country that produce a wide range of bakery products. Among the company's top brands are Nature's Own, Dave's Killer Bread, Wonder, Canyon Bakehouse, and Tastykake.

ABOUT WHIPSTITCH CAPITAL

Whipstitch Capital is the largest independent private investment bank in the U.S. solely focused on the better-for-you consumer sector, specializing in sell-side, buy-side M&A and private placements. Whipstitch understands that every situation, every company and product is unique. We listen. We focus. We provide honesty and transparency. We make deals happen. We create the 'whipstitch' of the deal. Get ready to **Deal Different™**. For more information [click here](#).