

Mars buys minority stake in Kind

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As part of the partnership, the two companies will partner to grow Kind's product offerings and business globally, utilising each other's strengths.

Kind will continue to operate independently, led by its majority stakeholders, founder Daniel Lubetzky and the Kind team, with its existing headquarters in New York. As part of the agreement, Mars will lead the growth of the business outside the US and Canada.

Lubetzky founded Kind in 2004 with the aim to create snacks with ingredients that 'people can see and pronounce'. Its bars are now sold in 14 countries.

Kind said the partnership will enable it to accelerate its dual mission to make its healthy and tasty foods available to more people across the globe and make the world a little kinder through meaningful social impact initiatives.

Lubetzky said: "When we introduced our first whole nut & fruit bar in 2004, we set out on an ambitious mission to do things differently and challenge false compromises by offering snacks that were healthy and tasty as well as wholesome and convenient.

"It's been exciting to see the reach and impact of our mission, and with our partnership with Mars, we're looking forward to continuing on this journey as we empower more people to make healthy eating decisions across the globe.

"We remain fully committed to our guiding principles, including our commitment to always use a nutritious food as the first and predominant ingredient in every food product."

Mars CEO Grant F. Reid added: "We believe there is tremendous opportunity to build on the success of KIND's product portfolio in new markets. As we continue to expand our business and broaden our portfolio to address evolving consumer needs, we're delighted to partner with a respected leader in the health and wellness space."

Earlier this year Kind entered the fruit snacks category with the launch of its fruit bites range. The product line, which contains only fruit and no added sugar, aims to disrupt a category that Kind believes has been swamped with products high in sugar.