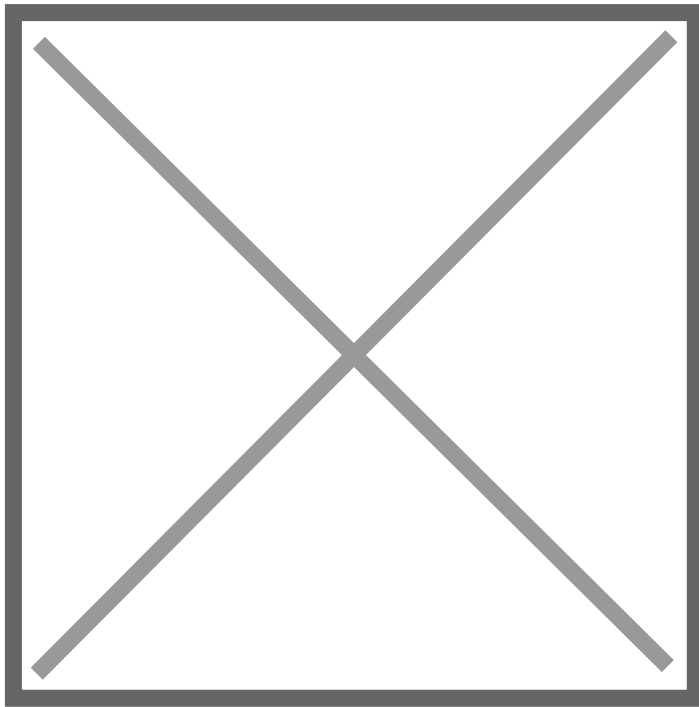


Sneakz Organics Gets Organic Certification For Veggie-Infused Milk

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Sneakz Organic LLC, makers of the award-winning line of vegetable-infused milkshakes, is proud to announce that is has achieved what many thought was impossible: Obtaining the prized China Organic Certification. Different from the U.S. classification of what makes a product organic, the PRC (People's Republic of China) lists the ingredients that you can use, as opposed to what you cannot use; so if an ingredient is not included on the list prior, the company must work to adjust its formula or work to get the ingredient approved before they can receive the certification. As such and in just 22 months, Sneakz Organic was able to create a brand new category of product and add two of its ingredients to the approved list in order to receive this esteemed certification.



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Sneakz Organic Milkshakes are made with a propriety blend of USA-certified organic vegetables and other nutrients such as high protein to help kids get their daily serving of veggies in a "good for you, fun for you" way. The flavorful shakes are shelf-stable and delivered in a convenient on-the-go style packaging so that families can enjoy them anytime, anywhere. Sneakz currently offers three flavors; chocolate, strawberry and vanilla.

"The time has finally come. It's been an incredible 22 months to get us to where we are today and being one of few to achieve organic certification in China we're extremely pleased with the accomplishment. From day one we had a clear "no debate" mindset entering into this journey, where we were heart set against removing the word "organic" from our packaging for the Chinese market," says Jim Costa, principal at Sneakz Organic LLC. "Our milkshakes met all the criteria by every definition, whether it was the formulation, ingredients, process, milk supply, manufacturing, warehousing, etc."

This certification carries much meaning for the Sneakz team. As they continue to expand their presence in the U.S. market and grow the brand offerings, the young company also is hoping to extend its international footprint. While the U.S. continues as Sneakz Organic's core market, there is significant opportunity in regions with growing nutritional needs, especially for children in Asian markets with extreme milk deficits. Leveraging the enhanced productivity and output of U.S. dairy – specifically the quality and price advantage – Sneakz is hoping to support these struggling countries and bring its veggie-infused milkshake-style beverages to as many kids and families as possible.

In addition to Sneakz Organic Milkshakes, the company currently offers a non-dairy, vegan protein drink mix that also features a half-serving of the organic vegetable blend, high protein content and GanedenBC30 probiotics. Sneakz will introduce a new meal replacement powder mix in the fall of 2018 as well.

"We are very focused on delivering quality products that are healthy, good tasting and put smiles on kids' faces," says Jeff Robbins, CEO of Sneakz Organic LLC. "Both Jim and I have been in business a long time, but at the end of the day, our biggest joy is seeing a mom give her little ones a Sneakz Organic Milkshakes and seeing them light up with excitement. Knowing that it not only makes kids happier, but also healthier, makes all the difference. We hope to continue growing the brand and helping to make the world a little better than it was when we first entered it."