

A O I O M[®]
F O O D S

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BACKGROUND

Axiom Foods became the largest global **innovator, manufacturer** and **distributor** of plant protein ingredients as the result of blue ribbon biology, law and business academic, David Janow's unique vision. His quest to create a plant-based protein from the third largest world crop of rice grew out of a passion to leave a global legacy and help set ethical standards for the worldwide food supply. Today, Janow's expertise in the world of fractioning plant ingredients to make not only multiple functional proteins, but **dairy alternatives, sweeteners, starches, and fibers**, sets Axiom at the forefront of the plant food ingredient industry. With highest possible standards set by Axiom products, including **the first FDA GRAS** (Generally Recognized as Safe) rice and pea proteins, plus the first rice protein clinical research and patents, Janow has earned a sterling reputation as a "go to" expert the FDA and USDA have previously called upon for intelligence on the subject of rice protein safety. Axiom was founded in 2005.

Axiom is the first and one of the largest manufacturing technology innovators of plant protein who do not use the petroleum-based solvent hexane. Their customers are thousands of the world's most-respected food product companies who make everything from celebrity-owned nutrition bars to health supplements, cereals, non-dairy milks and ice creams, and more. Axiom ingredients can be found in thousands of products, brands of which range from Whole Foods to Kroger. Axiom's ingredients have caught the eye of Fortune 500 food and beverage companies, widening the significance of nutrition technology they bring to the table. Axiom Foods' **Oryzatein® brown rice protein** was first used in a 2013 double blind clinical trial which for the first time showed plant protein as effective for building and maintaining muscle as the previous gold standard of animal-based whey protein. This finding, along with the food industry's move away from the GMO- and allergen-infested crops of corn and wheat may prove Axiom to be a massive catalyst in one of the biggest shifts in global food supply.

Though Axiom makes plant proteins from rice, pea, hemp and sacha inchi, the company's flagship product is **Oryzatein®**, the first and only brown rice protein of its kind. Oryzatein® has become an **industry standard**, meeting the most stringent quality guidelines from how it is sourced and naturally manufactured, to multi-level testing to ensure safety, along with multiple functional versions. It is also the first patented and FDA GRAS rice protein.

With a background in the rice commodities business, the "**a-ha moment**" to create Axiom came when Janow began to wonder why enzymes couldn't be utilized to extract protein from rice instead of the noxious hexane the industry routinely uses. Hexane is a volatile petroleum byproduct known to be an atmospheric pollutant and the Environmental Protection Agency has labeled it a pesticide. The agency determined that acute exposure to hexane creates compromises to the central nervous system. Though Axiom was not the first to produce a rice protein, their **environmentally friendly, proprietary hexane-free, low-heat extraction process** from multiple rice kernel layers which can be concentrated up over 90% is wholly distinct.

Inspired by the fact that whole grain brown rice is known to be an **allergen-friendly food** (in comparison to corn, wheat and dairy products), Janow pushed deeper to expand the possibilities of plant fractions to create dairy milk-substitutes, sweeteners, extrusions and meat analogue. Axiom's products are used by the mainstream food, beverage, nutraceutical, and even personal care and cosmetics industries.



“After the phytoestrogen discoveries of soy protein, the sharply rising percentages of dairy intolerance around the world, the periodic price increases in and un-sustainability of whey, plus the pending world shortage in protein,” said Janow, “the need for a new kind of protein was massive. After the years I spent as a working MBA, attorney, on Wall Street and in the rice commodities business, mixing my personal passion and educational background in biology, this turned out to be the perfect recipe to provide what we call ‘all inclusive’ nutrition. We live in a time when food allergies and intolerances are a serious problem for most populations and our ingredients provide superior allergen-friendly options everyone needs.”

After cornering the market for providing **high quality**, whole grain brown rice in almost every conceivable form, Axiom went on to actualize and fraction other super plant foods such as **oats, peas, hemp** and **sacha inchi**, plus others are in development. As more US-based facilities are realized, additional innovative products constantly fill the pipeline. Most recently, Axiom has focused innovation efforts on neutral-tasting hemp and pea protein ingredients, plus multiple functional versions of each.

Forever pushing the envelope to ensure the production of authentically pure, ethically produced nourishment and excellent contributions to human nutrition through food science, Axiom is at the forefront of the global conversation on plant-based proteins. Janow is a frequent speaker on the subject with leading researchers, manufacturers, and institutions such as the WTG and Food Bloggers Conferences on The Capabilities of Plant-Based Proteins. Axiom’s products are **certified organic, FDA GRAS** and soon **Non-GMO Project Verified**. All products are produced using Good Manufacturing Practices using GFSI Standards, ISO 22000, ISO 9000 and HACCP based practices.

FACT SHEET

COMPANY NAME:	Axiom Foods, Inc
OWNERSHIP:	Privately Owned
DATE FOUNDED:	2005
HEADQUARTERS:	12100 Wilshire Boulevard, Los Angeles, CA 90025, 310.264.2606, 800.711.3587
OFFICERS:	David Janow, Founder, CEO & President Ed Lim, CFO
BOARD OF ADVISORS:	Thomas D. Aarts, Founder, Nutrition Business, “Journal of Record,” Investment Banker & Nutrition Company Advisor David Janow, CEO & President, Axiom Foods Matt Pearson, President, Marron Foods Ed Lim, CFO, Axiom Foods, Inc. Donald J. Snyder, Partner, Green Hasson Janks David Horwich, Managing Partner, JK Murphy Advisors

COMPANY DESCRIPTION

Axiom Foods, Inc.: is the global innovator, manufacturer and distributor of allergen-friendly plant protein ingredients, plus dairy-alternatives, sugars and starches which are used in food, beverage, nutraceutical and personal care products from bars to pasta, RTDs to vegan meats, and non-dairy yogurts to facial cleansers. Fractioning organic ingredients from rice, pea, oats, and sacha inchi amongst other nutrition-packed plants, Axiom works in tandem with government bodies and other manufacturers to set ethical standards and educate consumers about the power of plant protein in the food supply. Featured on CNBC, Axiom’s signature *Oryzatein*[®] is the only patented brown rice protein with clinically-backed claims. *Oryzatein*[®] is also the only rice protein for which the FDA has provided GRAS approval, plus features patented claims based on clinical trials.

BIOGRAPHY: DAVID JANOW, CEO



David J. Janow, **Chief Executive Officer** and **President** of Axiom Foods, Inc., Growing Naturals™ and Simply Rice, is an expert in plant ingredient manufacturing, and is best known for developing Oryzatein®, the industry standard for allergen-friendly, sustainable, hexane-free brown rice protein.

David's education includes a **B.S. in Biology and Psychology**, a **JD**, an **MBA**, plus a **Masters in Law**. His career began practicing law, he moved into the animal feed commodities business and soon thereafter, he morphed into the role of entrepreneur as ideas started to flow about the health benefits of rice for humans. As he became solely focused on the untapped possibilities of whole grain brown rice fractions in the 2000's, he

designed and became known for setting rice ingredient manufacturing standards that are still followed today.

In 2005, David founded Axiom Foods; his greatest success to date. The Los Angeles based company manufactures **plant-based** food, beverage, and nutraceutical ingredients. Axiom has grown as quickly as 100% multiple years thanks to a voracious demand for Oryzatein® brown rice protein concentrates and isolates by the nutraceutical, food and beverage industries, and an extensive range of additional rice fractions plus plant proteins made from peas, and sacha inchi.

Some of Janow's recent accomplishments include bringing patented Oryzatein to the forefront of the global food industry as what will be the USP monographed standard and it being used in clinical trials that show plant proteins to equal animal-based whey protein, in average consumers and pro-athletes alike, for the very first time. His proprietary fractioning method left the use of the noxious hexane petroleum byproduct behind in favor of an **all-natural enzymatic process**. Janow helped found the **World Rice Alliance** and create products such as **VegOtein P™ Pea Protein** and **Incatein™ Sacha Inchi Protein**. He has established the quality standards by which other rice protein manufacturers have attempted to maintain, while fulfilling more than 80% of the U.S. rice protein market.

Janow is a **frequent speaker** on the subject of plant proteins with leading researchers, manufacturers, and institutions such as Health Ingredients Europe, the WTG and Food Bloggers Conferences on The Capabilities of Plant Proteins. Axiom's products are certified organic and FDA GRAS approved. All products are produced using Good Manufacturing Practices using GFSI Standards, ISO 22000, ISO 9000 and HACCP based practices.

Passionate about changing the way the world sees protein and creating a legacy that will heal and help the global food supply, Janow invests his time and money in allowing nature to guide his direction. A **global expert** on the power of plant protein, Janow has been reported about on CNBC-TV, in The New Economy magazine and is a frequent expert voice in the food formulation world.

BIOGRAPHY: RICK RAY, DIRECTOR OF FOOD TECHNOLOGY

Rick Ray is a food scientist who accidentally fell into this world when his job was to taste new ice creams every Monday morning for Baskin Robbins. He became the guy who figured out how to make the fudge swirl remain gooey and “flowable” in the middle of Jamoca Almond Fudge. For sister company, Dunkin Donuts, it was his job to concoct ways to keep frostings from slipping off hot donuts or get fudge to adhere and dry to a palatable sheen. While the business of processed foods really took off in the 1980s, Ray was at the fulcrum of the burgeoning business of flavor houses. He was there when essential oils were first infused into coffee beans and Starbucks didn’t realize what flavored coffees would mean to their business. He developed flavor systems for some of the most talked about sports nutrition lines in the fitness industry, such as **MetRX**. When microwave ovens hit the scene, he was the person helping to re-formulating foods for this new technology that was causing unwanted flavor reactions. During his **25 years in the business**, Ray has figured out ways to replace fillers in hotdogs with nutritious pea protein. He has been working with the beer industry to save them hundreds of millions of dollars by replacing expensive hops with what was once considered a “waste stream” of rice protein fractioning: rice bran. To top it all off, it turned out that before being a “Super Taster” was a thing, Ray was prized by his employers for his extraordinary taste buds. He can identify the “terroir” of milk, noting that one cow ate grass while another had grain.

“This is a super fun business,” says Ray, “I could not believe I was being paid to eat ice cream.” The ebulliently approachable scientist lights up with excitement while sharing the inner workings of his world and the food industry. “I’ve always had an engineer’s mind and thought I’d be a computer scientist, but a research lab job at Baskin Robbins changed the whole trajectory of my life. As a wide eyed 20-year-old, I didn’t realize how the advent of refrigeration had radically changed the food business, and that I’d be at the precipice of the massive demand that food companies, like Kraft and General Mills, needed for thousands of processed foods.”

Ironically enough, Ray hated chemistry in school, but as he realized how foods could be pulled apart and put back together in new ways, his inner guru was unleashed. Today he’s become one of the nation’s most sought-after flavor specialists and plant protein experts.

Ray is a food technology geek who lent his talents to one of the largest think tanks in the U.S.; dreaming up 5-year forecasts of what could be possible for use by Coke, Pepsi, General Mills and Quaker Oats. One of his predictions was the advent of plant proteins as a replacement for animal protein that, with the world population explosion, would require 6x more water and more land than would be available. That was how he met David Janow of Axiom Foods, who was already the largest maker of plant proteins in the U.S.

Ray is now a quickly **moving powerhouse** formulating for one of the largest food developments to hit since the 1950s. He is very busy neutralizing the earthiness of hemp protein, and the childhood ick-factor out of pea protein, to make them usable ingredients in anything from chips to cookies and pasta to beverages.

It turns out that Ray is also a brilliant sales person. It was discovered by one of his employers who said that for a scientist, he talked too much. His loquaciousness turned out to be a boon, part of him being a triple threat of intricate knowledge, engineering wisdom and because of his passion for it all, can explain how things work to create great products.



In retrospect, it's no surprise to Ray that he landed up in this field. "As a kid, I loved taking things apart to see what they were made of," Ray said. Today, those things are starches, sugars, cocoas, variants of fruits, milks, syrups and proteins with which he plays and experiments. Ray's commercial success is in his ability to then "scale up." He explains that it's one thing to make brownies in a lab, but quite another to produce in large quantities. He tells a story when the food scientists learned about pasteurizing issues that arose while giant pails of fudge were found exploding in the warehouse. "After hearing boom, boom, boom, we realized that the quantities were fermenting at a different rate – so back to the drawing board we went."

Ray has been a part of the development teams at all the foremost flavor houses in the U.S. and Europe including **Felton, Melcher's, Sensient, Flavorence** and **Kerry**. He is a member of the **American Chemical Society**. Ray has been a force in research that biochemically explains how we perceive flavors and unlocks the structure of flavor chemicals including why we taste something as sweet or salty.

Ray has been on the cutting edge of technologies that allow us to make yogurts from grains like rice or almonds, or oats to make milk. "We are great at morphing ingredients, so they don't behave like they normally would. Food science is incredible."

When asked what top 3 trends he sees as of 2018, he notes:

"Resources – we need to be smarter about how we get protein in our diet. With the world population booming, we will run out of resources to grow animals on land and the water to raise them. So, we need as many plant proteins as possible."

"Genetic engineering – Food technology is moving at light speed now and the FDA now knows what to check for. With Axiom, I get to take what is naturally occurring and modify it gingerly."

"Gut health – We are at the tipping point of understanding the many biomes of the gut and how they might help to eradicate numerous cancers. There are so many species and subspecies that do crazy stuff. We are just scratching the surface now."

Ray lives in Sacramento, California. When he's not dreaming of how to make foods do different and new things, he spends time with his family, plays tennis and makes beer – from rice. The legacy Ray would like to leave behind?

"I'd like to be remembered as the Make it Better Guy."

The History of Protein

1789: The French chemist Antoine Fourcroy first recognizes proteins as a distinct class of biological molecules.¹

1838: Jöns Jakob Berzelius, a Swedish chemist, suggests the name “protein.” The name is based on the Greek word “proteios,” signifying “standing in front,” “primary” or “in the lead.”²

1845: It is commonly believed that physical work requires a lot of protein.³

1859: Carl Voit, a protégée of German chemist Justus Liebig, claims wealthy people would instinctively choose a diet containing the amount of protein they needed to remain healthy and productive. Since most of his participants prefer a high-protein, meat-based diet, he assumes that this must be the right way.³

1890: Based on Voit’s findings, the USDA recommends over 110g dietary protein per day for working men. In comparison, today’s recommendation suggests a daily protein intake of 0.8g per kilogram of body weight (0.36g per pound).^{5 & 9}

1905: A Yale-study under leadership of Russell Henry Chittenden proves Voit’s high-protein theory wrong. They claim half of the suggested protein intake per day is enough for a healthy diet.⁶

1914: Lafayette Mendel and Thomas Osborn find that rats grow better on animal protein than on plant protein. They incorrectly conclude that their findings must apply to human beings, too.⁷

1940’s-1950’s: During World War II, the demand for non-perishable foods rises, allowing the market for powdered or dehydrated food products to expand. As bodybuilders discover their interest in the market, they use powdered milk, eggs, and soy protein to get additional protein into their diets.

1942: Dr. William Rose corrects Mendel’s & Osborn’s findings about animal protein being the “better” protein (8). His studies prove plant proteins to be just as valuable for the human body.

1950’s-1960’s: Protein receives priority attention as the “World Protein Gap” is being considered the major cause of infant mortality and retard development in the Third World.³

1960’s: Rheo H. Blair formulates and sells the first high protein powder coming in three sources: whey, soy, and eggs. Blair positions his company close to the Hollywood film studios to get the stars to try it.⁴

1971: Frances Moore Lappe’s influential book “Diet for a Small Planet” gets published and revolutionizes society’s outlook on dietary issues.

1970’s: High-protein, low-carb diets like the “Atkins Diet” become more and more popular.⁵

1970’s: As the popularity of bodybuilding as a competitive sport rises, countless companies flood the market claiming to produce the “best protein powder”.

1980’s: The field of sports nutrition emerges. Endurance athletes primarily focus on carbohydrate intake; strength athletes are more concerned with protein intake.

1980's-1990's: Protein powders are incredibly popular in professional fitness circles and among those who decided to add more protein to their diets.

1990's: The importance of nutrition becomes widely recognized, as people realize its impact on supporting training and speeding up recovery.

1996: The pea protein Hydrolyzate patent is filed.

2001: The Nutrition Committee of the American Heart Association publishes a review warning people of the dangers of high protein diets. The "Atkins Diet" faces harsh critics.³

2004: Protein sources dairy, soy and wheat are being labeled three of the "Big Eight Allergens" by the FDA.

2005: Axiom Foods debuts the first naturally fractioned rice protein from all 3 layers (bran, sperm and endosperm) without use of hexane. The company builds a reputation as one of the largest makers of rice protein (in 70%, 80% and 90% concentrations) and over the next ten years sells it into more than 2000 food and beauty products throughout the US.

2008-2014: The number of products with a high-protein or vegan claim increases by 54 percent (According to Mintel research group in Chicago)

2009-2013: The number of people following a plant-based diet (vegan or vegetarian) has risen from 1 percent of the American population in 2009 to 2.5 percent in 2013: Numbers have more than doubled in less than 3 years.¹³

2013: A study by the Centers for Disease Control and Prevention finds that food allergies among children increased approximately 50 percent between 1997 and 2011. The most common plant-based allergens are wheat, gluten, soy, and nuts.¹⁴

2014: Music superstars Beyoncé and Jay-Z participate in a 22 day vegan diet supporting the continuous growth of a plant-based lifestyle, helping popularize a vegan lifestyle.¹¹

2014: The protein supplements industry is worth \$7 billion and is expected to grow even further within the next few years.¹⁰

2014: In a clinical trial, Axiom Foods' Oryzatein brown rice protein is clinically shown for the first time to equal animal-based whey protein in building and maintaining muscle. Oryzatein gains GRAS self-affirmed that same year.

2015: More and more celebrities decide to follow a plant-based diet. Examples are Bill Clinton, Al Gore, Ellen DeGeneres, Natalie Portman, Mike Tyson, Woody Harrelson, Mylee Cyrus and many more.¹²

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BELLY UP TO THE AXIOM FOODS BAR FOR BREAKFAST, SNACKS, DESSERT AND HAPPY HOUR AT SUPPLYSIDE WEST

Largest Maker of Plant Proteins to Serve up 1st Neutral Pea Protein & Delicious Plant Protein-Forward Breads, Breakfast Patties, Coffee Shakes, Bon Bons, Cookies, Chips, Jams – and Yes, Of Course, Beer.

(November 9, 2018 Las Vegas, NV) – The largest innovator and maker of plant proteins in the U.S., Axiom Foods, will return to **SupplySide West** this year with a seated bar serving up breakfast, snacks plus happy hour foods and beverages at booth #2147 in the **Mandalay Bay Expo Hall, November 8-9, 2018**. Created with both sit-down and stand-up food stations, the Axiom Bar will be a tasting experience, offering attendees to experience the many faces of increasingly functional plant proteins, dairy alternatives and sweeteners in finished foods, from RTDs to extrusions, baked goods to meat analogues, and frozen to shelf stable. All formulators will have access to food scientist and global flavor and brewing specialist Rick Ray, who developed some of the formulations and will discuss the various applications of plant protein ingredients.

“All who belly up to the Axiom Bar will get a chance to see that plant proteins aren’t just for shakes anymore and to participate in a pea protein taste test,” said Axiom CEO, David Janow, “and get to experience the first neutral tasting pea protein, Vegotein N; the next advancement in plant proteins.”

Breakfast will be served both days from *10 a.m. – 12:30 p.m.* and includes:

- Sizzling Breakfast Patties** (an umami-licious vegan meat alternative with a plant protein blend)
- Stuff-of-Life Protein Bread** (featuring Oryzatein® rice protein)
- Peach Bourbon-Licious Jam** (sweetened with Oryzatein® rice syrup)
- Burly Muscle Coffee** (enhanced with either vanilla honey or chocolate & Oryzatein® rice protein)
- Not-Your-Usual Milk** (almond milk fortified with Vegotein™ pea protein)
- Power Punch Pouch** (Blueberry Vanilla fruit & yogurt squeeze made with Oryzatein® rice protein)
- Go-Go Bars** (Coconut Almond Butter with 10 grams of protein, these anywhere bars are made with Vegotein™ pea and Oryzatein® rice protein blend)

Snacks and Desserts will be available from *1:00 p.m. – 5 p.m.* and will include:

- Ice Cold Coconut Bon Bons** (made of non-dairy AvenoLait™ (oat milk)
- Everything but the Kitchen Sink Shakes** (Creamy Chocolate made with Vegotein™ pea protein)
- Smooth as Silk Smoothies** (Vanilla Cream made with Oryzolait™ rice milk)
- Uplifting Sports Bars** (Tart Cherry with 20 grams Vegotein™ pea & Oryzatein® rice protein blend)
- Mega Meal Bars** (Coconut Almond made with Vegotein™ pea protein)
- Yummy Coconut White Chip Macadamia Protein Cookies** (18 grams of Vegotein™ pea and Oryzatein® rice protein blend)

Happy Hour will happen on Friday, November 9 *(only)* from 3 – 5 p.m.

There will be wine and beer available.

Axiom Beer (this flying high beer is a Blond Ale brewed from Oryza™ rice syrup solids used as a sweetener to produce a higher alcohol content)

Protein Chips in Spicy and Garlic (15 grams of Vegotein™ pea and Oryzatein® rice protein blend)

About Axiom Foods: On the cutting edge of technology since 2005, we're involved in clinical trials, education and affecting change in the global food supply. Axiom brings compassion to the food business by showing that animals are no longer necessary to build muscle. We're at the forefront of peas and rice becoming the new meat. Just ask CNBC.



FOR IMMEDIATE RELEASE

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AXIOM FOODS FOCUSES ON PLANT PROTEIN INNOVATION AND INDUSTRY FORECASTING Food Scientist, Rick Ray to Present “Ingredient Forecast 2019” at SupplySide West Happy Hour with Rice Syrup Beer Slated for Friday November 9, 3-5 p.m. Both at Booth 2147

(November 9, 2018 Marina Del Rey, CA) – Axiom Foods, the leading maker of plant proteins in the U.S, is focusing on providing the industry with **5-year forecasts** that help food formulators understand and consider applications of plant proteins for food and beverage products. Food scientist and seasoned industry flavor and brewing expert, Rick Ray, will be at Axiom’s booth during **SupplySide West** to provide formulators with 5-year forecast ideas for their finished products. Formulators will be treated to a mock application for the beer industry that integrates rice syrup, which increases the alcohol levels, on **Friday, November 9 from 3-5 p.m.** All attendees will receive a white paper featuring “Ingredient Forecast 2019” for plant proteins, which includes specifics about functionality, concentration and neutrality trends and solutions, along with pesticide warnings related to faux-organic sources of pea and rice proteins.

Rick Ray has spent his career working with food giants from **Allied Domecq, General Mills** to **Coca Cola** and since 2015, has been part of the Axiom Foods team. Ray has been an integral part of monthly flavors brought forth by Baskin Robbins, marrying flavor to coffee before Starbucks realized the market potential and fixing flavor problems that arose with the dawn of microwave cooking technology. Today, he is known for bringing neutrality to musty hemp protein, solubility to gritty rice protein and taking the childhood ick-factor out of pea protein. He will share with guests an interesting application of rice bran as a replacement for expensive hops that is poised to make a massive profitability shift in the beer industry.

“My personal love for brewing beer, mixed with the inability to turn off my formulating mind - even while drinking - led to an innovation to replace expensive hops with rice bran and to boost alcohol levels with rice syrup,” says Ray. “This technology could not only save the largest beer makers in America hundreds of millions of dollars in hops expenditures but provide an added nutritional benefit.” This is just one of the forecast applications Ray will provide during SupplySide West at the Axiom Foods booth.

About Axiom Foods: On the cutting edge of technology, we're involved in clinical trials, education and affecting change in the global food supply. Axiom brings compassion to the food business by showing that animals are no longer necessary to build muscle. We're at the forefront of peas and rice becoming the new meat. Just ask CNBC.



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AXIOM FOODS SERVES UP THE HOTTEST PLANT PROTEIN INGREDIENTS AND HOSTS “PROTEIN DEEP DIVE” AT IFT, JULY 17, 2018

Soluble Grade Organic Brown Rice Protein Gains FDA GRAS Status,
New Patented Claims Presented, New Non-GMO Project Verified
status, Pea Starch and Neutral-Flavored Hemp Protein Launched

(July 13, 2018 Marina Del Rey, CA) – Axiom Foods, one of America’s largest plant protein science innovators, will be showcasing their newest line of plant protein, starch, and dairy alternative ingredients at IFT’s 2018 show at McCormick Place in Chicago, Illinois July 15-18, 2018 in booth S4456. The company’s flagship organic brown rice protein ingredient, Oryzatein® now boasts FDA GRAS status for its U.S.-made suspendable grade SKU. This innovative product has been used in new clinical trials and now features new multiple patented claims. Additionally, Axiom Foods is launching a virtually neutral-flavored hemp protein and a premier pea starch. Application samples of the products will be available at the booth as well as interviews with Axiom Foods’ food scientist, Rick Ray and CEO, David Janow.

Axiom will also sponsor the [Alternative Protein Deep Dive](#) on July 17th, from 9 a.m. to 5 p.m. at McCormick Place, Chicago Convention Center. During the event, specialists in the industry will share advances, utilizations, innovations, applications, challenges, approaches and the newest developments in the now \$7.5 billion plant protein world. A white paper titled “The *Complete* Truth About Plant Protein Quality” will be available for attendees.

“Axiom’s plant protein ingredients are already used in thousands of food products on the American market,” said CEO of Axiom Foods, David Janow, “we continue to stratify our offerings for different kinds of formulations, such as the burgeoning dairy-free beverage market. We are proud to offer non-GMO plant proteins in the largest commercial qualities ever and guarantee soy- and gluten-free options. Our unique FDA GRAS status and patents claim products no other rice proteins can use and continue to make our offerings the go-to ingredients for the largest food makers in the world.”

Details about the newest ingredients include:

AvenOlait[®] – This oat dairy alternative is another emerging trend ingredient available for a category leader to formulate and feature. AvenOlait, nutrient-dense- with similar claims as whole oats, is a gluten-free, certified whole grain, grown and manufactured in the U.S.A product.

Cannatein[®] Plus Hemp Protein – The most challenging part of plant proteins is to formulate without the tough-to-mask inherent taste of hemp. Cannatein Plus is a new Non-GMO Project Verified version of Axiom's organic hemp protein. Virtually taste and color-free, Cannatein Plus features a minimum 68% protein concentration and a minimum 12-month shelf life.

OryzOlait[®] Rice Dairy Alternative – This unique, gluten-free, nutrient-dense, certified-whole grain dairy alternative milk is an ingredient poised for an emerging trend category. Grown and manufactured in the U.S.A., there will be a show special for 10% off all orders placed (when mentioning the special) from July 12 - September 18, 2018.

Oryzatein[®] Brown Rice Protein – Axiom's flagship ingredient, sales of which are doubling year after year, now includes the newly FDA GRAS soluble grade (SG-BN) SKU and the Non-GMO Project Verified signature versions. This popular organic brown rice protein now carries with it, new patents claiming to be a professional sports muscle-building protein- based on clinical trials by food and beverage brands to use in their marketing.

VegOstar[™] Pea Starch – A neutral-flavored, more nutritious and less expensive alternative to tapioca starch or a non-GMO and an allergen-friendly alternative to cornstarch. The native (not modified) starch is minimally processed and made from peas grown in North America.

VegOtein[™] Meat Analogue – A newly functional version of one of Axiom's most briskly selling ingredients, this pea protein is especially ideal for hot dogs and features a neutral flavor profile. Peas are grown in North America and processed in the U.S.A.

About: Axiom Foods is a food science innovation company on the cutting edge of plants and protein. We're involved in clinical trials, bar-raising technology, education and affecting change in the global food supply. Axiom brings compassion to the food business by showing that animals are no longer necessary to build muscle. We're at the forefront of rice and peas becoming the new meat. Just ask CNBC.



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AXIOM FOODS AWARDED FOURTH PATENT FOR ORYZATEIN® RICE PROTEIN

Organic Brown Rice Protein that acts like Animal-Based Whey Protein to Build and Maintain Muscle Patent Based on UFC Pro Athlete Study and Protects in China, U.S. Closely Behind

(Los Angeles, CA, June 12, 2018) - Axiom Foods, Inc. has been awarded its **fourth patent**, and **first in China** (Patent No. ZL 201480013156.1) covering its **Oryzatein® organic brown rice protein**. Axiom Foods is one of America's largest plant protein science innovators, whose rice and pea ingredients are used in 1000's of products. Issued on **April 10, 2018**, Patent No. ZL 201480013156.1 covers methods of increasing the rate of absorption of leucine – an essential branched chain amino acid. The patent is currently active in China and Axiom expects additional patents soon in its growing worldwide portfolio, which includes issued patents and pending applications in the U.S. Axiom Foods will offer licensing opportunities for manufacturers to practice the patented claims and to formulate products containing Oryzatein® brown rice protein; information about licensing opportunities can be requested by emailing info@axiomfoods.com and patent information can be found at axiomfoods.com/patents.

Until Axiom Foods' work, scientists, food formulators and consumers believed that rice protein was inferior to animal-based whey or soy protein. Both the published 2014 amino acid absorption study and the most current published clinical trial on Axiom Foods' Oryzatein® rice protein -muscle-building effects (done with professional athletes, mixed martial artists of the UFC in 2018) shows otherwise.

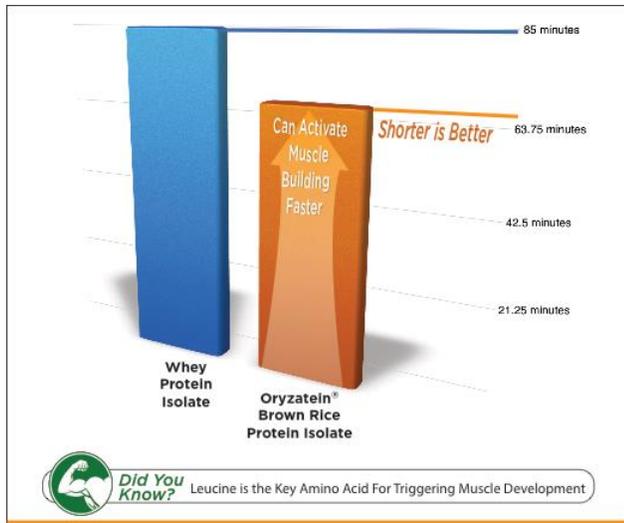
"It appears that the faster absorbing leucine in rice protein may help explain why it has the same muscle development benefits of animal-based whey protein - despite having a different amino acid profile,"

said the inventor of Oryzatein® rice protein and CEO of Axiom Foods, David Janow.

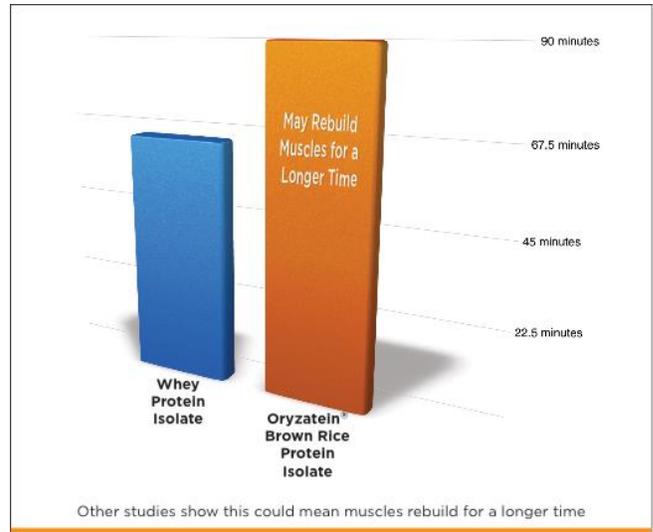
Any rice protein manufacturers and finished product manufacturers using rice proteins falling within Axiom Foods' patent claims, will be liable for infringement and Axiom will enforce the patent to the maximum extent of the law.

About Axiom Foods: A Los Angeles based maker of plant proteins, Axiom is on the cutting edge of technology, involved in new plant-based ingredient development, clinical trials, education and affecting change in the global food supply. Axiom brings compassion to the food business by showing that animals are no longer necessary to build muscle. The global innovator is at the forefront of peas and rice becoming the new meat. Just ask CNBC.

Speed of Leucine Amino Acid Absorption



Speed of Total Amino Acid Absorption





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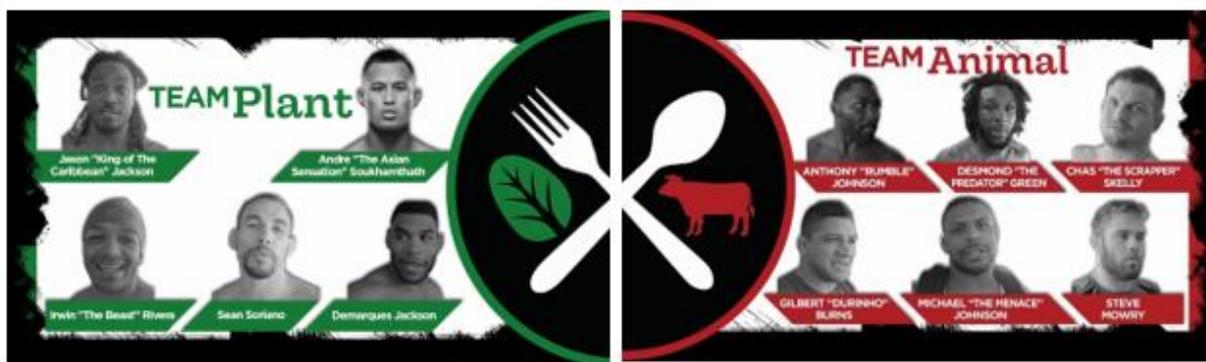
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SCIENTISTS AND UFC FIGHTER REVEAL RESULTS OF NEW STUDY THAT SHOWS RICE PROTEIN EQUALS ANIMAL-BASED WHEY IN BUILDING AND MAINTAINING MUSCLE FOR FIRST TIME IN PRO ATHLETES

Results Presented at Press Conference During Natural Products Expo West



(Marina del Rey, CA March 12, 2018) – On Friday March 9, 2018, a press conference was held where [Dr. Douglas Kalman PhD, RD, FACN, FISSN](#) and the [UFC's Featherweight fighter Chas Skelly](#) met the press to reveal the results

of a new study that demonstrated that Axiom Foods' **Oryzatein® brown rice protein** equals animal-based whey protein for building and maintaining muscle - for the first time in pro athletes. Oryzatein rice protein is available a retail nationally in the [Growing Naturals](#) brand. **Scarlett Full MS, RDN**, Axiom's Director of Nutrition & Research, also appeared to explain the science behind the product and why the amino acid profile of rice protein acts the same as animal-based whey protein. The announcement was made during the Natural Products Expo in Anaheim, California.

The same day, the most trafficked sports media outlet in the U.S., ESPN.com reported: "[New Study with UFC Fighters Shows Plant-Based Protein Produces Same Results as Whey in Athletes.](#)"

The study, titled "[The Body Composition Effects of Extra Protein in Elite Mixed Martial Artists Undergoing Frequent Training over a Six-Week Period,](#)" was led by Dr. Douglas Kalman and Sports Nutritionist Alison Escalante, RD, out of Florida International University, was peer-reviewed at The International Society of Sports Nutrition Annual Conference and published in the [Journal of the International Society of Sports Nutrition](#) (P34) (JISSN). The products used in the study were Growing Naturals' Rice Protein (featuring Axiom Food's Oryzatein®) and NutraBio's Whey Protein.

According to Dr. Douglas Kalman: "We now have confirmed proof that this rice protein, which is typically thought of as an inferior protein source, **can support the metabolic and physical needs of athletes**, elite athletes just as well as meat-based options, such as whey protein. With MMA fighters, we found that this rice protein (Oryzatein®) supported positive changes in body composition in the same vein that meat-based protein (whey) does. In order to sustain life, the body requires essential amino acids to be ingested as the body cannot manufacture these proteins. The rice protein tested, Oryzatein® has been found to contain the full array of essential amino acids, which are needed for human health. Other plant proteins cannot be as concentrated as Oryzatein® and may not give the same body positive response when combined with exercise, unless larger volumes of product are ingested. The MMA athletes tested often burn upwards of 8,000 calories per day, whereas the rest of us, typically are lower than 2000 calories per day, which means that nutrition is that much more paramount for the stressed training athlete. Oryzatein® supported the metabolic needs of these elite MMA athletes. In general, using the rule of thumb, aim to get at least 0.5 grams per pound body weight protein daily, Oryzatein® fit this role nicely in these elite MMA professional athletes."



New study with UFC fighters shows plant-based protein produces same results as whey in athletes



Andre Soukhammath defeated Luke Sanders in December by second-round TKO. He credits a shift to plant-based protein as a factor in the win. Ryan Tomasco/USA TODAY Sports



Douglas S. Kalman PhD, RD, FACN, FISSN.
Olympic and pro athlete sports nutritionist and researcher



Scarlett Full explained: “Like Intel inside, Oryzatein® is an organic brown rice protein ingredient found in 1,000’s of food products like chips, bars, shakes, ready-to-drink juices and feeding formulas. Axiom Food’s patented ingredient is used for sports formulations for building muscle, power, strength and recovery. This is an FDA GRAS ingredient; meaning it can be used in food formulations, not just supplements. It’s fractionated from rice without use of petrochemicals, in a proprietary enzymatic process which allows us to remove most of the starch and carbs so we can concentrate it up to 90%; rice protein is not high carb. In the fitness world, there has been a misconception that you can’t build muscle with plant protein-because plant proteins are typically incomplete proteins (low in one or more essential amino acid). But this study along with others has debunked this notion as we know that a variety of protein sources consumed in a 24-hour period can be combined to “complete each other.” In addition, another study published in 2014 showed that



the leucine (the amino acid that triggers tissue building) in rice protein was uniquely absorbed almost 30% faster than leucine in whey protein, which scientists believe may be another reason rice protein was equal to whey for building and maintaining muscle.” These studies both demonstrated the effectiveness of Axiom’s Oryzatein® brown rice protein.

One of the 11 mixed martial artists who was part of this study, Chas Skelly, UFC Featherweight (17 - 3) said: “I have always used whey protein but, I’ve always had problems digesting it; my stomach hurts really badly and I feel sluggish. During this study, I watched my teammates getting the same results and saying they felt better than I did. Though I am a carnivore, hunter and fisherman, this study changed my mind about protein supplements. Since the study, I’ve switched, and it does a lot better for me.”

This study is the **first time** a comparison of plant protein and animal-based whey protein was studied specifically in pro athletes. Dr. Kalman studied this same rice protein in 2013 with recreational collegiate athletes. Another study published in 2014 found that only Axiom’s patented Oryzatein® brown rice protein supplies the body with the muscle-building amino acid leucine to a similar degree and at a faster speed than leucine from whey protein.

The study was conducted in Spring 2017 at The Combat Club in Lantana, Florida with the following participants:

Gilbert “Durinho” Burns, UFC Lightweight (11-2)

Desmond “The Predator” Greene, UFC Lightweight (20-5)

Demarques Jackson, Titan FC 45 (6-1)

Jason “King of the Caribbean” Jackson, Titan FB Welterweight Champion (7-3)

Anthony “Rumble” Johnson, Former UFC Light Heavyweight (22-6)

Michael “The Menace” Johnson, UFC Lightweight (17-12)

Irwin “The Beast” Rivera, Titan FC Bantamweight (6-4)

Chas “The Scrapper” Skelly, UFC Featherweight (17-3)

Sean Soriano, Former UFC Featherweight (10-5)

Andre “The Asian Sensation” Soukhamthath, UFC Bantamweight (12-5)

Steve Mowry, Titan FB Heavyweight (3-0)

Kay Abadee, VP Marketing of Growing Naturals said: “The pure protein used in the study is the most naturally extracted on the market today. We offer it as a customizable DIY protein so that everyone from beginners and weekend warriors, to pro athletes can mix and match with other nutritional elements they want for their personalized nutrition. This study doesn’t just help show the power of Growing Naturals by using Axiom’s patented Oryzatein®, but it also helps raise up the entire sustainable plant protein category, and just in time for Plant Protein Month in April. This study is sending a shock wave through the fitness industry, hopefully toppling long-held ideas that animal-based whey protein is necessary for serious athletes. Basically, we are finding that the combination of whole foods and plant protein supplements to fill the gaps can do the job and animals are no longer necessary to get our protein.”

About: Combat Club is a mixed martial arts training facility in Lantana, FL, led by head coaches: Henri Hooft (Dutch Kickboxing), Gilbert Burns (Brazilian Jiu-Jitsu), and Greg Jones (Wrestling). Combat Club caters to people of all levels, from beginner to pro.

About: Growing Naturals, LLC is the maker of both allergen-friendly single-source pure plant protein powders from organic brown rice and peas, plus Benefit Blend’s A.M. Energy and P.M. Restore, featuring “one and done” nutrition solutions that simplify daily rituals. All Growing Naturals plant proteins are FDA GRAS approved food and the rice protein products feature clinically tested and patented Oryzatein® inside.





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3rd ANNUAL CEO SUMMIT SCHEDULED MARCH 9, 2018 DURING THE NATURAL PRODUCTS EXPO

Leaders Gather to Reveal Unknown Aspects of Natural Industry Verticals



(Marina Del Rey, CA, March 2, 2018) – Axiom Foods, one of the largest makers of rice and pea protein ingredients in the U.S., will host the third annual CEO Summit (#CEOSUMMITBYAXIOM) on Friday, March 9, 2018 from 11:00 a.m. – 1:00 p.m. during the Natural Products Expo. A peer-to-peer group of leaders from different verticals of the naturals industry are coming together to present newsworthy topics and current issues to the press in a “Did You Know” styled press conference with interesting statistics, research and little-known facts. The CEO’s will be convening at Morton’s Restaurant (1895 Harbor Boulevard, Anaheim, CA, 92802 - right outside the Anaheim Convention

Center) and the press is invited to join the executives for a lively discussion. Members of former CEO Summits will also be in attendance to further the community bond.

The event will be moderated by Good Housekeeping Magazine Nutrition Director, Jaclyn London, MS, RD. **Toplines of this year's discussion includes:**

Natasha Case, CEO & Co-Founder, Coolhaus – While traditional roles used to consider a woman's place to be in the kitchen, it's hugely ironic that today women are underrepresented in senior leadership roles, most egregiously in the retail food business. This cult ice cream shop empress will also share shocking statistics about how female entrepreneurs are not getting their fair scoop of startup funding. Gender disparity cuts across many different industries, but according to research, the consumer goods sector is one of the worst offenders.

Emilie Davidson Hoyt, CEO & Founder, LATHER – Exposes the truth behind fragrance in consumer products. Did you know that 1/3 of Americans report health problems when exposed to fragranced household and personal care products? One of the pioneers of the natural skincare industry from the 1990's, Emilie, has a lot to say about the constituents of "fragrance," which can include up to 4,000 different ingredients. With the passing of the Product Right to Know Act (SB258) in CA this past fall, manufacturers are still not required to disclose the ingredients in "fragrance." How could this affect our consumers?

David Janow, CEO, Axiom Foods & Growing Naturals - Wall Street has pegged the plant food business at a whopping \$3.5B. America's biggest meat manufacturers from Cargill to Tyson are ditching the animal protein business to invest and create products from plants. Now that the plant-based diet industry has moved from alternative to mainstream, how do naturals companies plan to supply chains with enough commercial quantities, yet keep the quality high enough to satisfy the purist demand?

Joanie Parsons, Co-Founder, Trúcup Coffee – 74.9M American Baby Boomers are about to create a massive economic shift and impact on consumer product trends. With over 20% of the population diagnosed with GERD (Gastroesophageal reflux disease) and 40% experiencing frequent acid reflux symptoms, what methods are natural food companies using to accommodate this huge segment of Americans with sensitive stomachs?

About the CEO Summit (#CEOSUMMITBYAXIOM): A peer-to-peer group where natural industry leaders discuss hot topics and share them with the press. The group was created because founder, David Janow, believes that the naturals business should be the most transparent when it comes to truth in labeling and natural processing methods.

About Axiom Foods: We are on the cutting edge of plants and protein. We're involved in clinical trials and education by sponsoring Plant Protein Month, which launched April 2017. We are affecting change in the global food supply by bringing compassion to the food business and showing the world that animals are not necessary to build muscle. We're at the forefront of rice becoming the new wheat – and the new meat. Just ask [CNBC](#).

[MEDIA RSVP HERE](#)

Past CEO Summit members:



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PLANT-BASED LIFESTYLE PROMOTED IN U.S. RETAILERS THROUGH SHELF DISPLAY CONTEST IN APRIL, PLANT PROTEIN MONTH

**\$1,000 Cash Prize to Best Display and Contributes to Vitamin Angels Global
Children's Program**

(Marina Del Rey, CA February 28, 2018) – As food trends are turning green and meat companies from Tyson to Cargill turn away from animals to develop plant protein products, U.S. retailers are invited to enter a retail display contest during **Plant Protein Month in April**. Through PlantProteinMonth.com, retailers are receiving posters to help educate consumers on the benefits of a plant-based lifestyle. By promoting all the plant protein-fueled products they carry, the best display will receive a **\$1,000 cash prize**. Three runner-up stores will have an opportunity to win \$500 as well. As part of Plant Protein Month, brands are donating to Vitamin Angels, which administers Vitamin A to undernourished children throughout the world. Co-sponsor of the contest, Axiom Foods, is starting things off with a \$10,000 donation. [Retailers can get info for entering the contest by simply texting “retailer” to 313131.](#)

Winners will be chosen by a panel of experts including a partner from Vitamin Angels, an editor from WholeFoods Magazine and a Retail Merchandising Expert.

Some of the educational information being disseminated through this promotion includes:

- **95%** of global protein sources are expected to come from plants by 2050.
- A guide to how many grams of protein different people require depending on age and activity level.
- Alphabet (Google) Executive Chairman, Eric Schmidt predicted: “plant protein is going to be huge trend.”
- It takes 6x more water to produce protein from animals than to produce protein from plants.
- Clinical trials with pro athletes are showing that plant protein equals animal-based whey protein in building and maintaining muscle.
- How much whole food is equivalent to concentrated plant protein powder and how that protein gets concentrated.
- Plant proteins have penetrated most every aisle of retail from beverages, nutrition bars, cereals, and chips to non-dairy milk, ice cream and meatless burgers to facial cleansers and shampoos.

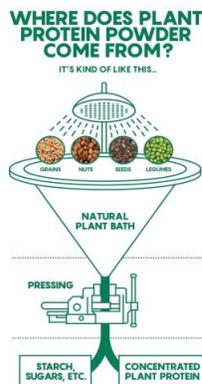
- Recommendations for combining plant protein sources to achieve a complete protein.

“Wall Street analysts say the plant-based food industry is estimated at \$3.5B,” said Axiom Foods CEO, David Janow. “There is a powerful trend of M&A happening in this category with companies like Rudi’s, Justin’s, Enjoy Life and Gardein. Mainstream food makers are moving to the plant side. The CEO of Campbell’s Soup was the keynote at Natural Products Expo West last year. General Mills launched a venture arm which invested in Beyond Meat. Kellogg’s invested \$100 million into plant-based food brands. These are signs of how important a trend plant food, and especially plant protein is in the world today.”

The Plant Protein Retail Display Contest poster is available in the current February 2018 issue of WholeFoods magazine or can be obtained at PlantProteinMonth.com/retailers.

About Axiom Foods: On the cutting edge of technology, we’re involved in clinical trials, education and affecting change in the global food supply. Axiom brings compassion to the food business by showing that animals are no longer necessary to build muscle. We’re at the forefront of peas and rice becoming the new meat. Just ask CNBC.

About Vitamin Angels: Vitamin Angels helps at-risk populations in need, focusing on pregnant women, new mothers, and children under five, while gaining access to revolutionary vitamins and minerals. While reaching out to underserved communities across the U.S. and in more than 50 countries around the world, Vitamin Angels also has a four-star rating from Charity Navigator for Financial Health, Accountability and Transparency.



PLANT PROTEIN
something for everyone

PLANT PROTEIN IS GOOD FOR YOU

19g SOYBEAN LEAF	60g SOYBEAN MEAL	75g PEAS MEAL	80g PEAS PROTEIN ISOLATE	90g SOY PROTEIN ISOLATE	120+ SOYBEAN ISOLATE
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WHAT'S YOUR PROTEIN NUMBER?

Plant protein is good for the planet. You can save water, reduce CO2 emissions, and use less land by growing plants than animals. It takes 100 gallons of water to produce 1 lb of beef, but only 29 gallons to produce 1 lb of soybeans. It takes 66 lbs of grain to produce 1 lb of beef, but only 13 lbs of grain to produce 1 lb of soybeans.

PLANT PROTEIN IS DELICIOUS AND CONVENIENT

10g Protein vs. 10g Protein

Plant protein is good for the planet. You can save water, reduce CO2 emissions, and use less land by growing plants than animals. It takes 100 gallons of water to produce 1 lb of beef, but only 29 gallons to produce 1 lb of soybeans. It takes 66 lbs of grain to produce 1 lb of beef, but only 13 lbs of grain to produce 1 lb of soybeans.



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AXIOM FOODS AWARDED FIRST ‘METHOD OF USE’ PATENT FOR ORYZATEIN® RICE PROTEIN

Licensing Opportunities Offered to Manufacturers to Use Clinically Studied Claims

(Los Angeles, CA, February 20, 2018) - Axiom Foods, Inc. (“Axiom”) has been awarded its **first application patent** for any rice protein ever, U.S. Patent No. 9,820,504 for its **Oryzatein® rice protein**; Axiom Foods is one of the largest makers of rice and pea protein ingredients. Allowed as of November 11, 2017, the “method of use” protection grants exclusive right to Axiom to use the clinically-shown product claims for multiple versions of Axiom’s Oryzatein® organic brown rice protein, specifically: increased muscle mass, increased strength, increased power output, a decrease in fat to muscle ratio, increased VO2 max, and increased endurance. This is the first of multiple patents pending for Axiom’s Oryzatein® rice protein, with clinical studies to support them. Any rice protein manufacturers and finished product manufacturers using other rice proteins in conjunction with any of the above muscle and endurance-related claims in sports formulations, will be in violation of the patent and Axiom will enforce infringement to the maximum extent of the law.

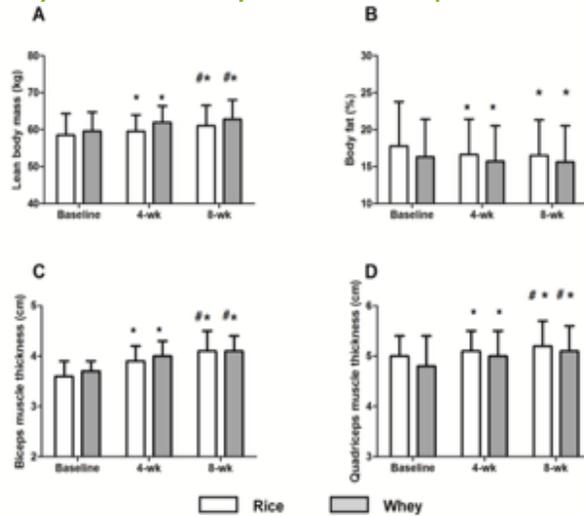
The now protected Axiom’s Oryzatein® product claims are based on clinical trials which showed that Oryzatein® brown rice protein now equals animal-based whey protein in muscle building, maintenance and recovery. Other clinical trials using Oryzatein® have shown that the muscle-building amino acid, leucine, absorbs faster than other rice proteins and whey proteins. The trials were published in the Nutrition Journal in 2013, the Journal of Nutrition & Health Sciences in 2014 and the International Journal of the Society of Sports Nutrition in 2017.

Axiom Foods will offer licensing opportunities for manufacturers to use the patented claims when formulating with Oryzatein® brown rice protein; information about how to make these claims using Oryzatein® can be requested by emailing info@axiomfoods.com and patent information can be found at axiomfoods.com/patents

“We expect four other patents to be issued shortly, with another 18-pending application and process patents,” said David Janow, the inventor of Oryzatein® rice protein and CEO of Axiom Foods. “One is a U.S. patent and three are foreign patents for Australia, China, and Hong Kong. With exploding demand for plant proteins being used throughout the world and Axiom being a global innovator, producer and supplier, I feel strongly that solid legal protection and a smart sharing of our innovations serve as an important balance to our success.”

About Axiom Foods: A Los Angeles based maker of plant proteins, Axiom is on the cutting edge of technology, involved in new plant-based ingredient development, clinical trials, education and affecting change in the global food supply. Axiom brings compassion to the food business by showing that animals are no longer necessary to build muscle. The global innovator is at the forefront of peas and rice becoming the new meat. Just ask CNBC.

Rice Protein vs Whey Protein: Clinically Shown that rice protein has the same benefits.





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UFC FIGHTER, ANDRE SOUKHAMTHATH, TO PROMOTE PLANT PROTEIN WITH AXIOM FOODS AT SUPPLYSIDE WEST, SEPTEMBER 27 & 28, 2017 IN LAS VEGAS

“The Asian Sensation,” Inspired After Being Part of A “Plant Vs. Animal Protein Challenge,” To Discuss The Benefits Of Plant Protein In Pro Athletes At Booth #L115

(Marina Del Rey, CA, September 20, 2017) -- [@AndreSoukMMA](https://twitter.com/AndreSoukMMA), aka, “The Asian Sensation,” who trains and competes in the UFC using Axiom’s organic brown rice protein featuring Oryzatein®, will be making a special appearance at **SupplySide West** on **September 27** and **28, 2017**. After being part of a “**Plant vs. Animal Protein Challenge**” in the Spring with the Lantana, Florida-based Combat Club, Soukhamthath is appearing to further the hugely trending conversation about plant protein being as good as animal-based whey protein. Andre will be signing autographs at Axiom’s booth #L115 from 11 a.m. to 1 p.m. and discussing his personal experience with food scientists, formulators and other attendees of the show.



"We want to do everything we can to support our clients use of plant proteins in their formulations," said Axiom Food's CEO David Janow. "In 2013, a clinical trial showed that Axiom’s Oryzatein® rice protein equaled animal-based whey in building and maintaining muscle. Today, we have a hard-core athlete in our corner describing how Oryzatein rice protein works with his professional performance. It’s things like this that are starting to shatter the old gold standard of whey protein. We are on target to support the global food supply chain with plant proteins, as world population growth by 2050 is expected to force us away from animal sources."



About Axiom Foods, Inc.: is the global innovator, manufacturer and distributor of allergen-friendly plant protein ingredients. They also manufacture sweeteners and dairy-alternatives, which are used in food, beverage, nutraceutical and cosmetic products from bars to pasta, and non-dairy yogurts to facial cleansers. Fractioning organic ingredients from rice, pea, oats, and sacha inchi (amongst other nutrition-packed plants), Axiom works in tandem with government bodies and other manufacturers to set ethical standards and educate consumers about the power of plant protein in the food supply. Recently featured on CNBC, Axiom's signature Oryzatein® is the only patent-pending brown rice protein with clinically-backed claims. Oryzatein is also the only rice protein on which the FDA has provided GRAS approval.



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AXIOM FOODS HELPS FOOD INDUSTRY ADD A HELPING OF VEGGIES INTO THEIR BURGERS

New Non-GMO Pea Protein Analogue, Vegotein™ MA, Launches at
Institute of Food Technologists in Las Vegas, June 24 -28, 2017

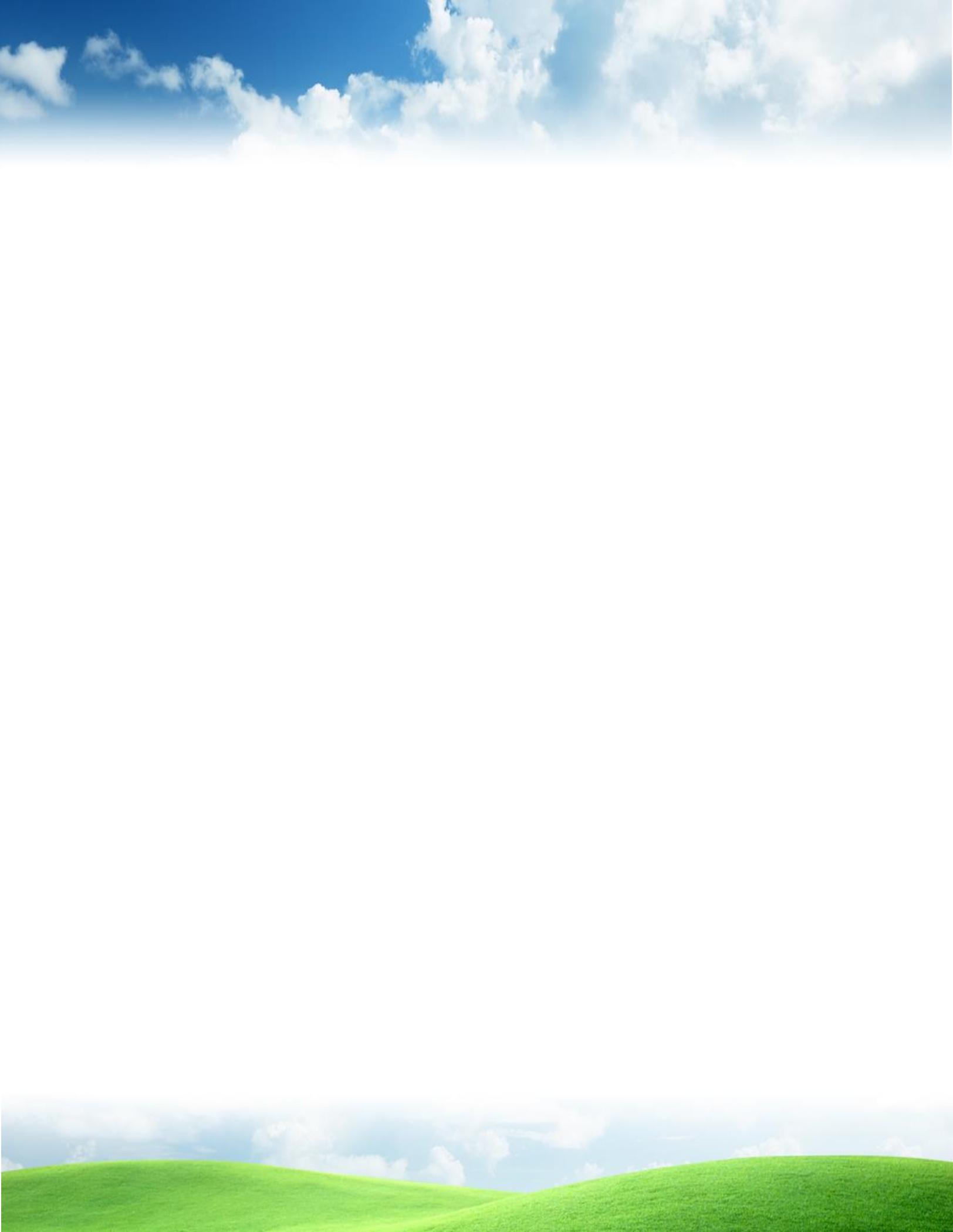
(Marina Del Rey, June 15, 2017) – Just months after some of the world’s largest processors have stepped up efforts to shun meat production in favor of investing in and producing allergen-friendly plant-based protein products, Axiom Foods, will launch their pea protein meat analogue at IFT. The largest maker of plant protein ingredients in the U.S., Axiom Foods will present at IFT **June 24 - 28, 2017 at the Sands Expo Center** in Las Vegas at booth 4645. Vegotein™ MA is a non-GMO pea protein that not only beefs up protein content for labeling purposes, but provides the end consumer by adding veggies in their burgers.

Made from yellow peas (*Pisum Sativum*), this highly functional ingredient can be used not only as a **meat replacement**, but also as a **meat extender** which decreases the cost for nuggets, patties and meatballs, yet adds nutritional content, grams of protein and has an added benefit of providing juiciness. Vegotein™ MA serves as an alternative to soy and wheat gluten. Applications include uses in ground meats, vegan/vegetarian meats and products developed for the allergy-sensitive. Vegotein™ MA has gelation and binding capabilities, a high viscosity, is suspendable, disperses well and has a smooth mouthfeel. The flavor profile is a slightly salty, umami quality.

CEO of Axiom Foods and global expert on plant proteins, David Janow said: “**Alphabet's (Google) Chairman Eric Schmidt called plant protein the #1 future trend.** Plant protein is driving M&A on Wall Street, Cargill shut down their last beef feed lot to exit the cattle business and invest in plant protein, Hormel launched a plant protein ready-to-drink shake and Tyson has turned a shoulder to chicken, investing in Beyond Meat last year. The most incredible of all: Coke invested for the very first time in the plant-based Aloe Gloe drink. The CEO of this company, Dino Sarti, was part of our CEO Summit at the Natural Products Expo in March.”

About Axiom Foods: We are on the cutting edge of concentrating protein from plants. We’re involved in clinical trials and education by sponsoring Plant Protein Month each April. We are affecting change in the global food supply, by bringing compassion to the food business and showing the world that animals are not necessary to build muscle. We’re at the forefront of rice becoming the new wheat – and the new meat. Just ask CNBC.

Interview requests: Axiom Foods’ CEO, David Janow, is available to discuss the food industry applications for this innovative ingredient and its impact on the global food supply chain.





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PLANT-BASED PRODUCTS GRACE END CAPS AS U.S. RETAILERS COMPETE IN PLANTPROTEINMONTH.COM'S EDUCATIONAL SHELF DISPLAY CONTEST SPONSORED BY AXIOM FOODS

Hendersonville Co-Op Awarded Best Display and Cash Prize
Vitamin Angels Benefits

(Marina del Rey, CA June 15, 2017) -- During **Plant Protein Month** in **April 2017**, U.S. retailers competed in a shelf display contest to educate consumers and co-promote their plant protein-infused products. South Carolina's Hendersonville Co-Op was awarded with Best Display and \$1,000. The contest was sponsored by Axiom Foods, the largest maker of plant protein ingredients in the U.S. Vitamin Angels, dedicated to supplementing undernourished children worldwide with Vitamin A, received a \$10,000 donation as part of the plant protein fund.

"We have always aimed to fill our shelves with products that consumers are demanding, and right now that is anything plant-based. This contest gave us a great platform to educate our customers about the fact that 95% of global protein sources are expected to come from plants by 2050."

Educational facts on the poster included:

- **Lists:** Plants from which protein can be derived.
- **Predictions:** Alphabet (Google) Executive Chairman, Eric Schmidt predicted: "plant protein is the #1 trend of the future."
- **Statistics:** Food allergies affect millions of people and plant proteins are allergy-friendly.
- **Resources:** Animal-based protein (whey) requires 6 times more water to produce than protein from plants.
- **Clinical trials:** show that plant protein equals animal-based whey protein to build and maintain muscle.



“Wall Street analysts say that the plant-based food industry is estimated at \$3.5B,” said Axiom Foods CEO, David Janow, “there is a powerful trend of M&A happening in this category with companies like Rudi’s, Justin’s, Enjoy Life and Gardeins on the stock exchange. Mainstream food makers are moving to the plant side. In March, the CEO of The Campbell Soup Company was the keynote at the Natural Products Expo. General Mills launched a venture arm which invested in Beyond Meat. The Kellogg Company invested \$100 million into plant-based food brands. Three massive meat companies, Cargill, Hormel and Tyson, all are turning a cold shoulder to animal food production and investing in plant proteins. These are all signs of how important this trend is today.”

About Axiom Foods: We are on the cutting edge of concentrating protein from plants. We’re involved in clinical trials and education by sponsoring Plant Protein Month each April. We are affecting change in the global food supply, by bringing compassion to the food business and showing the world that animals are not necessary to build muscle. We’re at the forefront of rice becoming the new wheat – and the new meat. Just ask CNBC.

About Vitamin Angels: Vitamin Angels helps at-risk populations in need, focusing on pregnant women, new mothers, and children under five, while gaining access to revolutionary vitamins and minerals. While reaching out to underserved communities across the U.S. and in more than 50 countries around the world, Vitamin Angels also has a four-star rating from Charity Navigator for Financial Health, Accountability and Transparency.

APRIL¹⁵

Plant Protein Month

Did you know...

95% OF PROTEIN WILL COME FROM PLANTS BY 2050

...due to water shortage and population growth, Plant protein is the #1 trend predicted by Alphabet (Google) Executive Chairman Eric Schmidt.



SOURCE: WATSON CONSULTING PARTNERS

YES! 1000s OF FOODS & BEVERAGES FEATURE PROTEIN...

concentrated from these whole food plants. Read the ingredients to discover the protein source!



SOURCE: WATSON CONSULTING PARTNERS

CLINICAL STUDIES SHOW BROWN RICE PROTEIN IS EQUAL TO WHEY PROTEIN IN:

- Building muscle mass
- Gaining strength
- Helping exercise recovery



SOURCE: JOURNAL OF SPORTS MEDICINE AND PHYSICAL FITNESS

6X MORE WATER IS NEEDED TO PRODUCE ANIMAL vs. PLANT PROTEIN



COMPLETE PROTEIN POWER COUPLES

Consume one from each group for balanced amino acids. They don't have to be eaten together. Just within 24 hours of each other.



30-50 MILLION PEOPLE ARE INTOLERANT OR ALLERGIC TO DAIRY/WHEY

Plant Protein - The Solution



SOURCE: FOOD52 EXPERTS/INSTITUTE OF MEDICINE AND DIETARY SERVICES

Purchase participating products featuring plant proteins during April and a portion of proceeds will help fund the vital work of Vitamin Angels

Visit PlantProteinMonth.com for a list of participating brands and a chance to learn and do more

Vitamin Angels provides lifesaving vitamins to mothers and children under five at risk of malnutrition - reducing preventable illness, blindness, and death - to create a healthier world





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2ND ANNUAL CEO SUMMIT AT NATURAL PRODUCTS EXPO REVEALS INDUSTRY ISSUES AND NEW TRENDS

Organized by the Largest Maker of Rice and Pea Proteins in the U.S., Axiom Foods, Eight CEO's Share Insights as Industry Reaches \$180B

(Marina del Rey, California March 17, 2017) - The 37th Annual Natural Products Expo unfolded in Anaheim, California last week with 3,100 exhibitors, 80,000 attendees and the CEO of the Campbell Soup Company as keynote speaker. Axiom Foods closed the Expo by hosting the 2nd Annual CEO Summit. Ph.D. Food Scientist and Educator at John Hopkins, Dr. Kantha Shelke, moderated the discussion between eight CEOs from various verticals of the \$180B naturals industry including food, cleaning, fashion, and agriculture. Their observations on issues and trends affecting their industries were shared with the press.

Created as a peer-to-peer microcosm of the naturals industry, David Janow, CEO of Axiom Foods, established the CEO Summit in 2015 to provide a forum of like-minded leaders to discuss issues in their respective industries, to share viewpoints and identify new trends. Every year, Janow chooses a new group of leaders to come together as a united voice of an industry that is quickly maturing and moving toward convention.

"The naturals industry is \$180B strong," said Janow, whose Axiom Foods is the largest maker of rice and pea proteins in the U.S. "We are no longer a sideline industry and as such it's important that integrity remains a paramount guiding light. We created this small forum to discuss deep and thought-provoking subjects with the press, while the excitement of product companies and buyers come together at Expo West."

Dr. Kantha Shelke, Ph.D. kicked off the event by stating that all-natural industry companies should take the oath that the medical profession does: "do no harm." An adjunct professor at Johns Hopkins University's Master of Science Program in Food Safety Regulations, she explained that, "food science is still very young, and we are just now learning about what is good and what is not. There is no chemical-free food; even water is a chemical." As the industry evolves to meet the demand of today's consumer, Dr. Shelke pointed out, "it is difficult for the average person to honestly know what is healthful." As such, she posed to the panelists: "How do companies maintain their integrity?"

Janow, began the discussion by providing a global food trend overview, “**The UN reported that 20M people in the world will starve this year.** Because the world population is scheduled to explode from 7B to 10B, we will no longer have the land and water needed to grow meat; it’s predicted that by 2050 most will get protein from plants.” Based on a 2013 study that showed rice protein equals animal-based whey protein in growing and maintaining muscle, he said: “We no longer need meat to make champions and this is being put to the test on the highest of athletic levels, right now with UFC fighters.” He talked about global protein trends, citing that the once-golden child of plant protein made from soy is failing to be healthful, in that all conventional soy protein is extracted with the petroleum product, hexane. “This puts a further burden to produce more rice and pea protein, which is fractioned with enzymes.”

Kelly Vlahakis-Hanks, CEO of the #1 natural cleaning product company in the U.S., Earth Friendly Products, is on a mission to remain truthful to her costumers through legislature. She is a lobbyist for the EPA’s “Safer Choice” initiative, which requests cleaning products to disclose their ingredients. “Due to noxious cleaning products, the inside of homes is 70% more polluted than outside, additionally of all the injury-related accidents on kids, 47% are due to poisoning.” She asked why consumers trust to clean their dishes with products that display skulls and cross bones on the packaging and explained that consumer education is necessary to move towards natural cleaning products, which she said, “are just as effective”. Vlahkis-Hanks noted that chlorine, the hallmark of ‘clean’, was developed as a war weapon and that “Ingredients are disclosed on cleaning products in Europe and Asia; American consumers deserve to know what they are being exposed to.”

Vanessa Dew, CEO of Health-Ade Kombucha is crossing natural distribution borders by making this ancient, gut-friendly product available for the masses. “It’s not the brain or heart that leads the health of the body - it’s the gut, where all nutrients are absorbed to make our bodies run.” In 2017, kombucha is slated to become a \$1B category. “Ten years ago, there was one Kombucha company; today there are 70.”

Marci Zaroff, CEO, Metawear, is the creator of the first wholly organic textile plant. She shocked the audience by saying that “fashion is the #1 polluter in the world next to coal. Most don’t realize that fashion and textiles account for 10% of the world’s carbon impact and carcinogenic pesticides are used on fields growing cotton.” She revealed that organic fashion is the second fastest growing segment of the naturals industry: “Global sales in 2002 were at \$245M and in 2016 grew to an astonishing \$16B. What other industry do you know have had tripled digit growth for 20 years in a row?”

Rob Robillard, CEO of Nourish Organics, said: “the tipping point for organic beauty is happening now. For the first time in history the beauty buyer has switched from women over the age of 45, to Millennials, under 35 – and they are demanding mission-driven products. Currently natural cosmetics only represent 11% of all beauty products sold, yet this tide is turning very quickly.” Robillard shared his “aha” moment which came when he worked at L’Oreal Paris and his assistant was diagnosed with breast cancer. “There are no recent regulations for the beauty industry. The FDA has zero jurisdictions over anything in skincare, so we decided to use the USDA Organics guidelines for our products to create some sense of accountability. Robillard explained that the last time the FDA issued a regulation for beauty products was in 1932 and while there are already some warnings labels, companies are still using harmful ingredients like formaldehyde and lead without notifying users.

Freshly-graduated from Harvard University, **Annie Ryu**, CEO of The Jackfruit Company is creating a market for a food that is “heralded as the solution to food insecurity worldwide.” The “highest yielding tree crop on the planet is being positioned as a meat alternative” to help feed the global population growth. Ryu added, “Jackfruit’s texture which is like pulled pork, has been used as a meat alternative in India for 1000’s of years. By 2050, our world population is anticipated to reach 10B and if we continue to eat more meat, that’s 3B more people consuming something that is the biggest contributor to global warming. One jackfruit tree can produce 2-3 tons of fruit per tree and we are creating a supply chain to harvest it.”

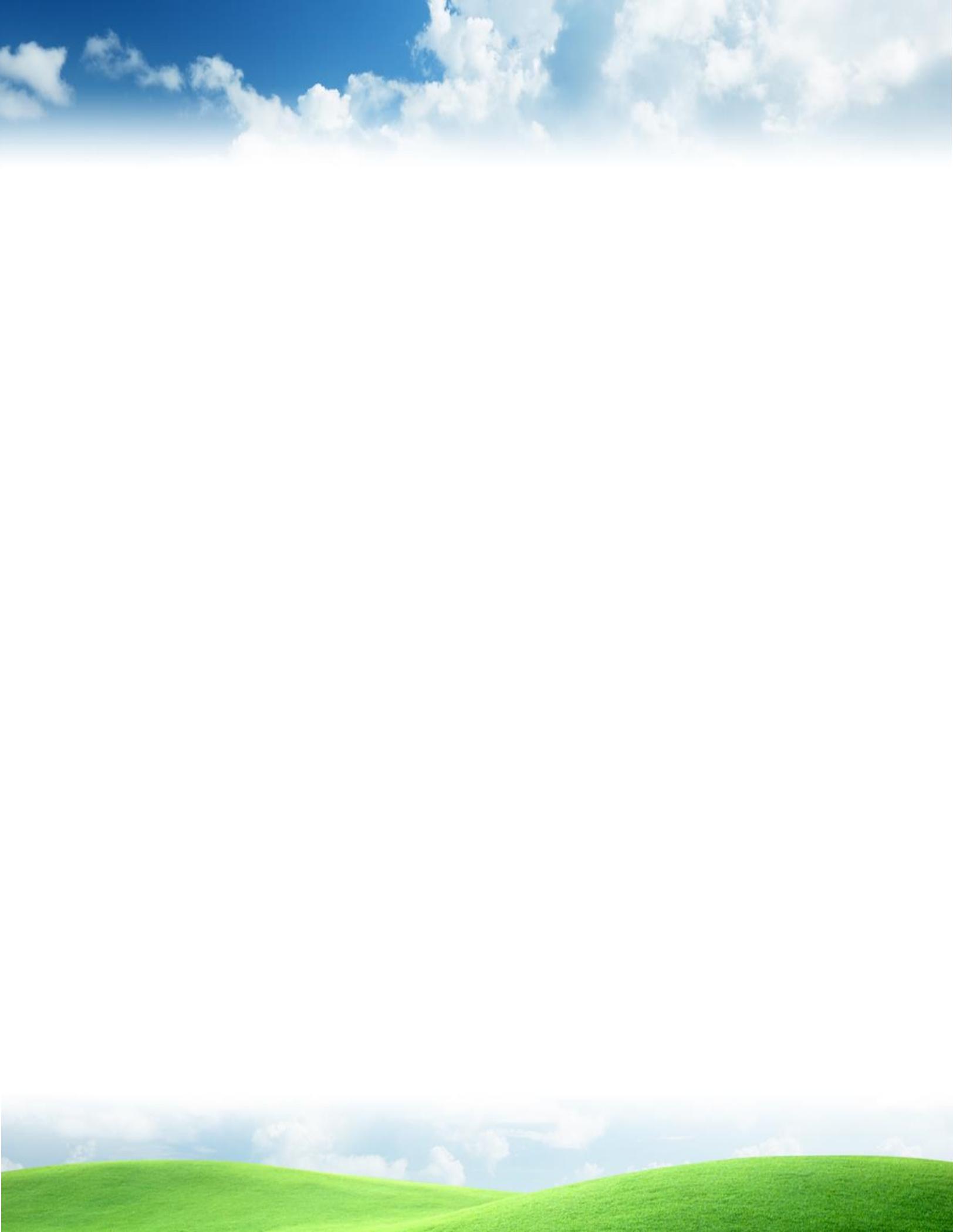
Philip Richardson and **Tucker Garrison**, Co-Founders of Imlak'esh Organics queried: "what will the world look like 1000 years from now? Will we be one of the species that makes adaptive choices that will render us extinct or intact?" As adoptive members of many indigenous communities in the wildest areas of the world, they explained that the "rainforest is home to 80,000 species of plants, ten times more that exist in the rest of the world." They surprised the audience by explaining that "sustainability only keeps things as they are, regeneration is what is needed to make rich cultures of the world thrive." They explained that sachu inchi, is a protein source with 19 times more omegas than fish oil - and plentifully available.

Dino Sarti, CEO of Aloe Gloe, stunned Summit goers by saying that he brought the very first organic beverage to Coca Cola to be distributed through their rich network. "After working for the biggest sugar water company in the world, I felt we were potentially responsible for a lot of damage. It was a fortunate accident that aloe came into my life as I moved from a cheeseburger lifestyle to a healthy one. Since my superpower was selling drinks, I went about making an aloe beverage that was an acoustic set instead of a sugar rock show. The best way to change the world is to get deep within the biggest businesses in the world and change them from within." That's what happened when Sarti democratized organic aloe through Coke and made an efficacious product available to the masses. "Big companies need to invest their dollars in markets that will give them a profit; we were the first to show them that organic works."

About the CEO Summit (#CEOSUMMITBYAXIOM):The CEO Summit, held annually at the Natural Products Expo, is a peer-to-peer group where natural industry leaders discuss hot topics and share them with the press. As the \$180B naturals sector moves towards the mainstream, founder David Janow, forged the CEO Summit as a way to inspire fellow leaders to remain vigilant about its integrity and original founding principles of "do no harm."

About Axiom Foods: We are on the cutting edge of plants and protein. We're involved in clinical trials and education including sponsoring Plant Protein Month launching April 2017. We are affecting change in the global food supply by bringing compassion to the food business and showing the world that animals are not necessary to build muscle. We're at the forefront of rice becoming the new wheat – and the new meat. Just ask CNBC.







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2nd ANNUAL CEO SUMMIT SCHEDULED FOR MARCH 11, 2017 DURING THE NATURAL PRODUCTS EXPO

Leaders Gather to Reveal Provocative Unknown Aspects of Natural Food, Fashion,
Skincare and Cleaning Industries

(Marina Del Rey, CA March 7, 2017) – Axiom Foods, the largest maker of rice and pea protein ingredients in the U.S. will host the second annual CEO Summit ([#CEOSummitByAxiom](https://twitter.com/CEOSummitByAxiom)) on Saturday, March 11, 2017 during the Natural Products Expo from 2:00 – 4:30 pm. A peer-to-peer group of leaders from different verticals of the naturals industry are coming together to discuss current issues in a “Did You Know” styled press conference and present statistics, research and little-known facts about the naturals industry. The CEO Summit is held annually when the group brings forward newsworthy topics and presents them to the press. The group will be convening at Morton’s adjacent to the Anaheim Convention Center and the press is invited to join the executives for a cocktail hour following the press conference in the same location.

This year’s members include:

Dino Sarti, CEO, *Aloe Gloe*: An Aloe Vera Ready-to-Drink on which Coca-Cola Made a Big Bet

David Janow, CEO, *Axiom Foods & Growing Naturals*: Proving that Animals Are Not Needed to Fuel Pro UFC Athletes

Kelly Vlahakis, CEO, *Earth Friendly Products*: A Political Live Wire Between Legislators and the Greening of American Business

Vanessa Dew, Co-Founder, *Health-ade*: Making Kombucha a Mainstream Thing in 7-11 and Gas Stations Near You

Philip Richardson & Tucker Garrison, Co-Founders, *Imlak’esh Organic*: Super-food Supermen

Annie Ryu, CEO, *The Jackfruit Company*: The #1 Supply Chain Link Which has Re-Purposed Jackfruit into a Savory Main Course

Michael Miscoe, CEO, *Lilly's Hummus*: A Garbanzo Bean Paste Turned Lunch Pail Staple

Marci Zaroff, Co-Founder, *Metawear*: One of 20 Eco Amazons Who Has Been Recognized For Changing the World

Rob Robillard, President and CEO of *Sensible Organics, Inc.*: Former Keihl's and L'Oreal Executive Launches His Own

Kantha Shelke, Ph.D., CFS, *Moderator*: Internationally-acclaimed food scientist whose executive background includes ACNielsen and Ben & Jerry's; her writing has been seen on the pages of Penton Publications and the Oxford Encyclopedia of Food and Drink in America.

"We are now a \$180B industry and the millennial population of the U.S. is turning away from convention, looking for mission-driven products," said CEO Summit organizer, David Janow. "In 2016, organic produce alone represented \$65.8B in sales and Wall Street is now part of the plant revolution. Wedbush reported that the **overall plant-based foods industry represents more than \$3.5B in sales**. The most conventional players like Kellogg's, Tyson, Hormel, Campbell's, Pepsi and Coke are moving quickly in this direction and even Walmart is one of the largest purveyors of organic food. We are inspired by influencers like Eric Schmidt, Chairman of Alphabet, whose plant protein predictions are hitting the mainstream news. These movements are the result of an Oxford University study that indicated costs of up to \$1.5 trillion in healthcare and climate change-related could be saved by 2050 if people reduced their reliance on meat in their diet. We are a group of business people who care deeply about the integrity of this industry and are coming together to ensure all things natural can be trusted. As this Summit builds annually, we look forward to the continuation of our discussion and its positive effect."

About the CEO Summit (#CEOSUMMITBYAXIOM): A peer-to-peer group where natural industry leaders discuss hot topics and share them with the press. The group was created because founder David Janow believes that the naturals business should be the most transparent when it comes to truth in labeling and natural processing methods.

About Axiom Foods: We are on the cutting edge of plants and protein. We're involved in clinical trials and education by sponsoring Plant Protein Month launching April 2017. We are affecting change in the global food supply by, bringing compassion to the food business and showing the world that animals are not necessary to build muscle. We're at the forefront of rice becoming the new wheat – and the new meat. Just ask CNBC.



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AXIOM FOODS EXPANDS GLOBAL FOOTPRINT TO PRODUCE NATURAL RICE BRAN OIL IN INDIA

Hexane- and Ethanol-Free, Cold-Pressed Fractioning Method Results in
First Natural Cost-Effective Alternative

(Los Angeles, CA October 5, 2016) – Axiom Foods, the largest maker of plant proteins in the U.S. with operations throughout the world, is now **expanding into India** to produce hexane- and ethanol-free natural rice bran oil and a variety of stabilized rice bran ingredients for the human food and animal feed sectors, including the equine market. Axiom is known for developing a chemical-free enzymatic fractioning process of brown rice and mechanically fractioned pea protein, which were **recently awarded with FDA GRAS approval** and are featured in 1000's of food products. In India, Axiom has identified specific varieties of rice conducive to the production of rice bran and rice bran oil using wholly cold-pressed mechanical manufacturing; a process which sets Axiom Foods apart from the competition who use hexane and ethanol for their extraction processes. The product cost will be approximately 25% less than anything on the market. The newest office and manufacturing plant is based in India.

Stabilized rice bran oil is a rich source of fat that **includes a mélange of B vitamins, phosphorus** and **contains gamma Oryzanol**, which those in the horse racing industry have lauded for its equine muscle building properties.

According to Global Market Insights, the global rice bran oil market size was estimated at over 1.2 million tons in 2015. The global edible oil market size was estimated at more than 165 million tons in 2015. The Indian rice bran oil market size by the end of 2016 is forecasted to be over USD 600 million.



“Our natural process will offer the food and equine feed industries not only a **chemical-free** and **nutrient-rich product**, but at a cost savings of at least 25% less than what the competition is able to offer,” said David Janow, CEO of Axiom Foods. “We have identified a varietal of Indian rice as having the highest yield of oil and nutrients; and the massive source meets our strict quality testing requirements. Building this facility is a sustainable expansion, as it eradicates having to ship rice across the world for processing. Commercial quantities will be reached within 6 months and following we will also fraction protein from the bran layer.” Janow continued: “With the addition of these products and facility, Axiom Foods will help lead the rice bran ingredient industry. We are proud to be able to offer these superlative natural ingredients at an affordable cost; we’re on a mission to change the face of the global food ingredient market.”

About Axiom Foods, Inc.: is the global innovator, manufacturer and distributor of allergen-friendly plant protein ingredients, plus sweeteners and dairy-alternatives, which are used in food, beverage, nutraceutical and cosmetic products from bars to pasta, and non-dairy yogurts to facial cleansers. Fractioning organic ingredients from rice, pea, oats, and sacha inchi amongst other nutrition-packed plants, Axiom works in tandem with government bodies and other manufacturers to set ethical standards and educate consumers about the power of plant protein in the food supply. Recently listed on Inc. 5000 and featured on [CNBC](#), Axiom’s signature Oryzatein® is the only patent-pending brown rice protein with clinically-backed claims. *Oryzatein*® is also the only rice protein which the FDA has provided GRAS approval.



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FIRST #PLANTPROTEINMONTH DESIGNATED FOR MONTH OF APRIL

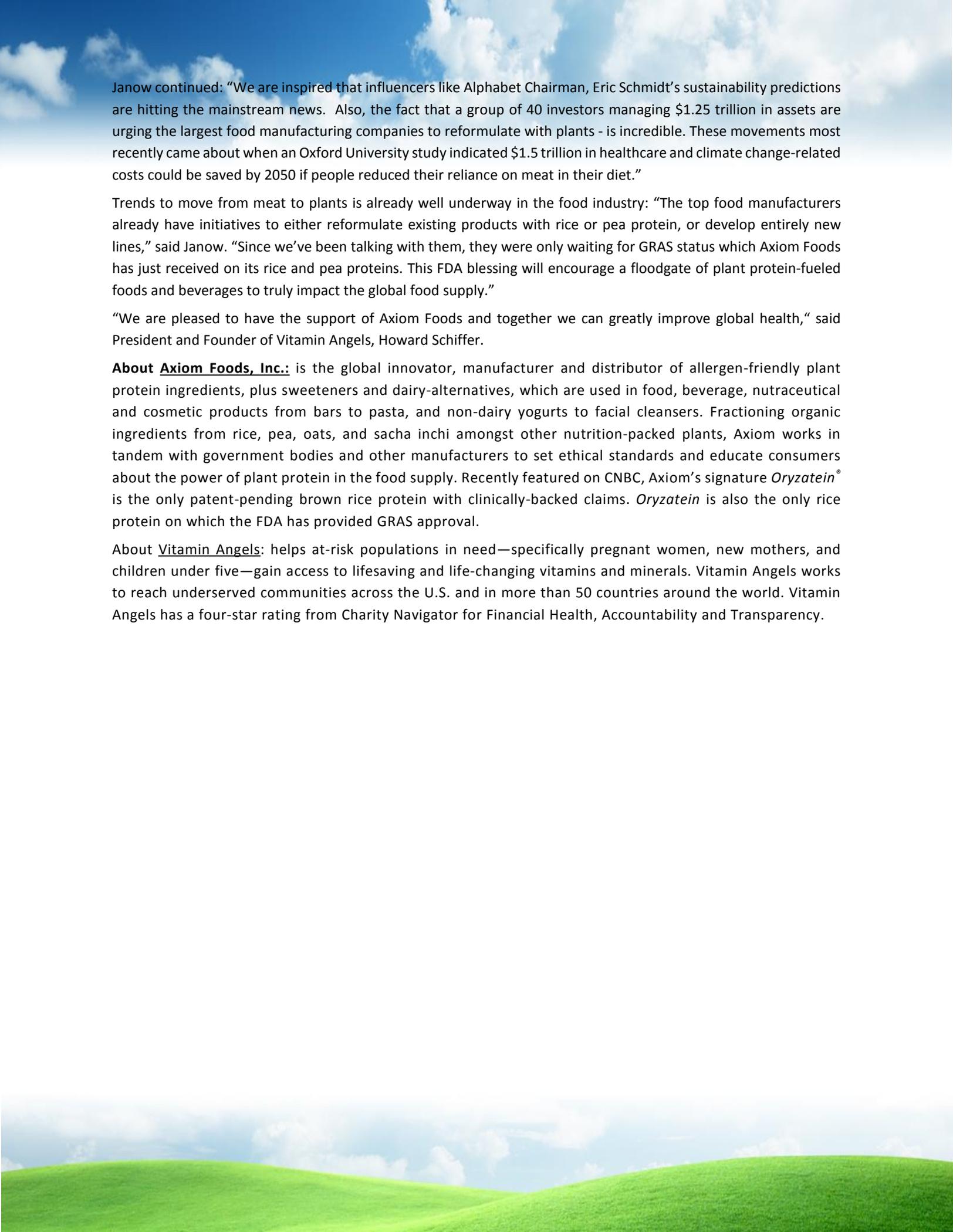
Axiom Foods Announces the “Plant Protein Fund” with Vitamin Angels at Annual Newsmakers’ Happy Hour at Supply Side West in Vegas, October 6 @ 6:30 pm

(Los Angeles, CA October 4, 2016) -- At a time in history when Wall Street has estimated the plant-based food business is worth \$3.5B and a group of financial investors have formed an alliance to drive America’s largest food manufacturers to replace animal protein with plant-based alternatives, the first annual **#PlantProteinMonth** will launch in April 2017. Axiom Foods will make the announcement, alongside their charitable partner, Vitamin Angels, during Supply Side West at the Annual Newsmakers’ Happy Hour. Guests and the press are invited **Thursday, October 6** from **6:30-9:30pm** at The Janow Suite at the Four Seasons Hotel (connected to Mandalay Bay) 3690 South Las Vegas Boulevard. In honor of the new month, a “**Plant Protein Fund**” has been created to benefit Vitamin Angels, to which Axiom Foods is making the first \$10,000 donation. Multiple brands featuring plant proteins are expected to contribute to the fund throughout #PlantProteinMonth.

April was chosen for #PlantProteinMonth because it coincides with festivities related to Earth Day. Educational tools and participation information is available at www.PlantProteinMonth.com

Axiom Foods’ plan for #PlantProteinMonth will include **financial support** to Vitamin Angels, **consumer and retail education, retail display contests**, and they will add the “**Made with Plant Protein**” indicia on their packaging and into their marketing.

“By the end of 2017, we expect #PlantProteinMonth will result in a significant donation to Vitamin Angels to help provide prenatal vitamins to pregnant and nursing women and life-saving vitamin A to children at risk of malnutrition,” said Axiom Foods CEO, David Janow.



Janow continued: “We are inspired that influencers like Alphabet Chairman, Eric Schmidt’s sustainability predictions are hitting the mainstream news. Also, the fact that a group of 40 investors managing \$1.25 trillion in assets are urging the largest food manufacturing companies to reformulate with plants - is incredible. These movements most recently came about when an Oxford University study indicated \$1.5 trillion in healthcare and climate change-related costs could be saved by 2050 if people reduced their reliance on meat in their diet.”

Trends to move from meat to plants is already well underway in the food industry: “The top food manufacturers already have initiatives to either reformulate existing products with rice or pea protein, or develop entirely new lines,” said Janow. “Since we’ve been talking with them, they were only waiting for GRAS status which Axiom Foods has just received on its rice and pea proteins. This FDA blessing will encourage a floodgate of plant protein-fueled foods and beverages to truly impact the global food supply.”

“We are pleased to have the support of Axiom Foods and together we can greatly improve global health,” said President and Founder of Vitamin Angels, Howard Schiffer.

About Axiom Foods, Inc.: is the global innovator, manufacturer and distributor of allergen-friendly plant protein ingredients, plus sweeteners and dairy-alternatives, which are used in food, beverage, nutraceutical and cosmetic products from bars to pasta, and non-dairy yogurts to facial cleansers. Fractioning organic ingredients from rice, pea, oats, and sacha inchi amongst other nutrition-packed plants, Axiom works in tandem with government bodies and other manufacturers to set ethical standards and educate consumers about the power of plant protein in the food supply. Recently featured on CNBC, Axiom’s signature *Oryzatein*[®] is the only patent-pending brown rice protein with clinically-backed claims. *Oryzatein* is also the only rice protein on which the FDA has provided GRAS approval.

About Vitamin Angels: helps at-risk populations in need—specifically pregnant women, new mothers, and children under five—gain access to lifesaving and life-changing vitamins and minerals. Vitamin Angels works to reach underserved communities across the U.S. and in more than 50 countries around the world. Vitamin Angels has a four-star rating from Charity Navigator for Financial Health, Accountability and Transparency.



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FDA GRANTS THE FIRST GRAS CLASSIFICATION FOR RICE PROTEIN TO AXIOM FOODS FOR CLINICALLY-STUDIED ORYZATEIN®

**Wall Street Pegs Plant-Based Food Industry at \$3.5B in Sales as
Food Giants Move Toward Plant Proteins**

(Los Angeles, CA July 13, 2016) – The Food & Drug Administration (FDA) has granted the first GRAS classification for any rice protein to Axiom Foods for their clinically-studied Oryzatein® organic brown rice protein ingredient. Axiom's Vegotein pea protein was also awarded a FDA GRAS classification. The announcement will be made only a few days prior to Axiom Foods' participation in the Institute of Food Technologists' Annual Meeting & Food Expo in Chicago on July 16, 2016. Axiom Foods will be presenting at booth 3705 at the McCormick Place Convention Center.

At a time when rice is becoming the new wheat, the nation's largest consumer packaged food conglomerates are reformulating their products to eradicate allergen-charged soy and whey proteins, gluten-laden wheat and GMO-infested corn. The FDA GRAS nod to Axiom Foods is the specific classification that opens the doors for rice and pea protein to burst into the mainstream of food production.

Wall Street has turned its attention recently toward the plant-based foods industry with Forbes reporting “a rash of plant-powered mergers and acquisitions” and sales of plant-based products topping the **\$3.5 billion** mark. A research report from Wedbush listed ten M&A acquisitions of what were long considered fringe natural food companies such as **Whitewave**, **Justin’s** and **Enjoy Life**. The report noted that General Mills launched 301 Inc., a venture arm that invested in the likes of Beyond Meat, which seeks to replace animal protein with plant protein.

David Janow, CEO of Axiom Foods, a former Wall Street food commodities broker said, “Over 2000 food, beverage and skincare SKUs currently use our rice or pea proteins as an ingredient. Since we started in 2005, plant protein debuted as a key component in nutraceutical products and it is now becoming a significant international player in the mainstream food and beverage industries. This FDA approval is the one thing that the majors such as PepsiCo, Nestle/General Mills and Kraft have been asking of the industry to support their plant protein initiatives. For Axiom Foods, this GRAS classification translates into rice and pea protein no longer classified as an ‘alternative protein source,’ used as a supplement or something found in natural products only.”

Axiom Foods is on a mission to provide ingredients for food and beverage manufacturers that is part of a major shift in the global food supply. As reported in The New Economy, the volume of the three largest crops in the world: wheat, corn and rice, (first, second and third in acreage, respectively), are changing places based on the proliferation of food allergies, gluten intolerance and public outcry over the use of genetic modification in foods. CNBC-TV called rice protein “**the new meat**” and Google CEO Eric Schmidt predicts a ‘Plant-Based Revolution’ with people “moving away from meat to plant-based proteins.” Top food industry trade journals are reporting changeovers from the use of animal-based whey to plant-based ingredients as a large part of their clean label initiatives.

Organic farming, which disallows pesticides and chemicals to be used in the growing process, is an important trend when it comes to the rise of plant-based foods. Janow explains: “when plants are fractioned apart, they are concentrated for use as food ingredients. This means the original plant must be high in nutrients and grown in clean, non-toxic soil, and you can often get multiple ingredients from one grain or seed.” Organic plant proteins made from brown rice hit the market in 2009, thanks to Axiom Foods’ technology. Only very small amounts of organic peas are grown in the world and protein from the authentically organic legume only became available in 2015.

Axiom Food’s Oryzatein has been used in multiple studies including the 2013 clinical trial (Nutrition Journal) comparing the muscle building and maintenance ability of animal-based whey protein to plant-based rice protein. The study resulted in showing there was no difference; a historical landmark finding in the world of sports nutrition.

Axiom Foods, Inc. is the global innovator, manufacturer and distributor of allergen-friendly plant protein ingredients, plus sweeteners and dairy-alternatives, which are used in food, beverage, nutraceutical and cosmetic products from bars to pasta, and non-dairy yogurts to facial cleansers. Fractioning organic allergen-friendly ingredients from rice, pea, oats, and sacha inchi amongst other nutrition-packed plants, Axiom works in tandem with government bodies and other manufacturers to set ethical standards and educate consumers about the power of plant protein in the food supply. Recently featured on CNBC, Axiom’s signature *Oryzatein*[®] is the only patent-pending brown rice protein with clinically-backed claims.



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AXIOM FOODS HOSTS FIRST ANNUAL CEO SUMMIT ON MARCH 12, 2016

From Food to Oil Drilling, CEOs Gather to Reveal Truth in Labeling
Press Only at 3:30 PM

(Marina Del Rey, CA March 7, 2016) – Axiom Foods, the largest maker of rice and pea protein ingredients in the U.S., hosts the first CEO Summit (#CeoSummitByAxiom) on Saturday, March 12, 2016 during the Natural Products Expo at 3:30 pm. A peer-to-peer group of leaders from many different verticals of the naturals industry are coming together to discuss truth in labeling. The CEO Summit is held annually when the group brings forward newsworthy topics from each channel and presents them to the press. The CEO Summit will be moderated by PhD food scientist and mainstream journalist for Bloomberg, TIME, and Newsweek, Kantha Shelke. The group will be convening at Morton's Steakhouse in Anaheim and the press is invited to hear what they have to say.

The charter members of the CEO Summit include leaders from natural channels such as: plant-based lifestyle restaurant franchise; a maker of heritage brand fruit snacks distributed at Walmart; an innovative water cleanup and treatment technology; a naturally-fractioned plant protein ingredient maker; a celebrity-worn eco couture design house; a legendary greens and superfruit powder supplement maker; an Ayurvedic topical formula used by PGA athletes; and high nutrient seed-based snacks (that happen to be gluten-free):

Nick Desai, CEO, Sunkist Snack it Forward

Riggs Eckelberry, President & CEO, OriginClear

David Janow, CEO, Axiom Foods and Growing Naturals

Deborah Lindquist, Deborah Lindquist Eco Couture

Sylvia and JR Ortiz, Macrolife Naturals

Dan Palmer, Founder, Elan Veda

Kate Briggs, Sustainability Officer, Tender Greens

John Sheptor, CEO, Mary's Gone Crackers (not pictured)

Mary Waldner, Founder, Mary's Gone Crackers (not pictured)

"As leaders of the naturals industry and never want to hear the words 'fake' preceding organic," said CEO Summit organizer, David Janow. "It's unconscionable that anyone should ever have to question the legitimacy of a natural or organic-labeled product." He also points out, "When Prop 65 was written to protect consumers, and ambiguities in the language caused more harm than good. We are a group of business people who care deeply about the integrity of this industry and are coming together to ensure all things natural can be trusted. This is the first gathering and look forward to this organization growing and doing good."

About the CEO Summit (#CEOSUMMITBYAXIOM): A peer-to-peer group where natural industry leaders discuss hot topics and share them with the press. The group was created because founder David Janow believes that the naturals business should be the most transparent when it comes to truth in labeling and natural processing methods.

About Axiom Foods: We are on the cutting edge of plants and protein. We're involved in clinical trials, and we're affecting change in the global food supply, bringing compassion to the food business and realizing that animals are not necessary to build muscle. We're at the forefront of rice becoming the new wheat – and the new meat. Just ask **CNBC**.



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PLANT-BASED TREND REACHES TIPPING POINT IN 2016 AXIOM FOODS LEADS AS TOP MAKER OF RICE AND PEA PROTEIN

(Marina Del Rey, CA March 7, 2016) -- In January 2016, Mintel's Global Food & Drink Trends report which declared 'alternative' novel protein sources and potential replacements for dietary concerns and vegetarian diets could take over the mainstream, helped to trend-ify an evolution that Axiom Foods has been building since 2005 to become the largest maker of rice and pea protein ingredients. On the eve of Axiom Foods' 11th anniversary, they had cornered 30% of the pea protein, 90% of the conventional rice protein, and 100% of the organic rice protein U.S. market (according to Datamyne) supplying more than 2,000 foods, skincare and beverage product SKUs with plant-based protein, dairy-alternative and natural sweetener ingredients. Axiom created a new hexane-free enzymatic fractioning method that their clients could use to support a 100% clean label. They were the first to serve up plant protein powerfully when their Oryzatein[®] was the only rice protein clinically shown to equal animal-based whey protein to build and maintain muscle, and then to absorb muscle-building leucine amino acid faster. Axiom Foods even launched their own "single plant" rice and pea proteins with a spin-off company, Growing Naturals, in a retail effort to serve up pure plant proteins to consumers who are asking for it. Just this year, the founder, David Janow, created the CEO Summit, as part of a leadership initiative to ensure the naturals industry remains high in integrity. Axiom Foods will be available to speak with customers while supporting Growing Naturals at this year's Expo West booth #936.

"We came in on the ground floor and 11 years later, we're watching the tipping point in motion," said Axiom CEO, David Janow. "In 2015, [Google reported](#) that interest in veganism more than doubled since July 2009; and today the Fortune 500 food and beverage manufacturers want our plant proteins to reformulate as they move away from vegetarian-unfriendly whey, allergen-labeled soy, gluten-laden wheat and GMO-infested corn. In a world driven by celebrity taste makers, TV/movie star trainer Gina Lombardi has reported to us that even her carnivore-loving clients are choosing plant protein over whey."

A few interesting factoids:

- Restaurants such as [Arby's](#) and [school districts](#) all over the U.S. have pledged to take a day off and focus on plants through the [Meatless Mondays](#) campaign, working in collaboration with in collaboration with the Center for a Livable Future (CLF) at the [Johns Hopkins Bloomberg School of Public Health](#).
- "Almost a third of Millennials (30%) indicate they consume any meat alternative product every day, with 70% consuming them at least a few times a week, notably more than any other generation." Billy Roberts, Senior Food and Drink Analyst, Mintel.
- "We've reached a tipping point for vegetables. Americans are pushing animal protein to the side of the plate ... or entirely off it." - Baum + Whiteman's [list of the top 11 trends on tap for 2016](#)

- Veggies as meat-alternatives also appeared on a slew of top trends list for 2016, including [Yahoo Food's 16 Food Trends list](#) not only due to vegetarian / vegan trends but also due to high meat prices, fears over hormones, and health concerns.

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AXIOM FOODS DEBUTS 80% GREEN PEA PROTEIN WITH NEUTRAL FLAVOR PROFILE AT SUPPLY SIDE WEST OCTOBER 7-8, 2015

Green Peas Most Water-Wise Plant Source for Protein Extraction

(Los Angeles, CA September 2015) — As natural channel plant protein **sales grow by 23%** and dwarf the 0% sales growth of animal-based whey protein¹ in the \$16 billion protein powder industry², Axiom Foods is launching their **first neutral-tasting green pea protein** at Supply Side West October 7-8, 2015 in Las Vegas. The 80% protein concentration ingredient is available for formulators, food scientists and co-packers looking to develop a clean label contribute to water conservation and satisfy the need for a neutral ingredient for flavor-forward food formulations. With a wide range of functionality, this superior protein ingredient will be available to sample at booth 4637.

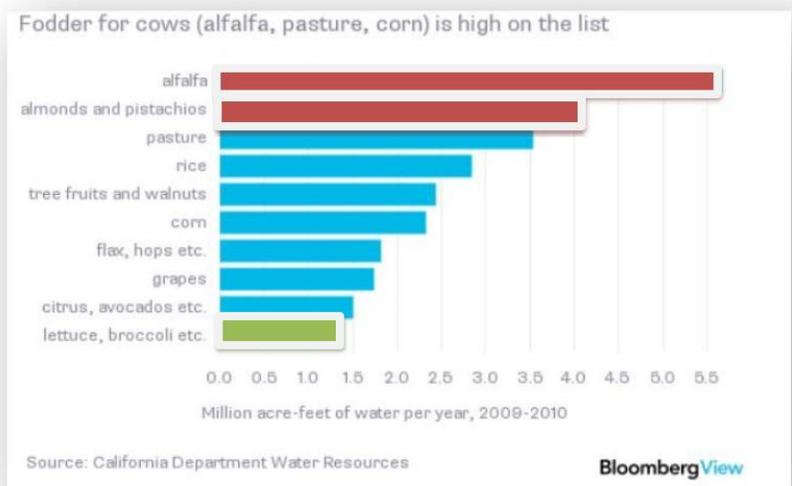
Axiom Foods, the U.S. company known as the “**king of plant proteins**” has provided an easy to digest list of reasons why green pea protein is an excellent ingredient choice:

- Peas are 100% vegan.
- Peas are rich in iron, allergen-friendly and easily digestible.
- Peas are more soluble and viscous than most other plant proteins.
- Taste issues with pea protein have been alleviated. Axiom’s green pea protein is one of the most neutral-tasting protein powders available.
- Pea protein coagulates and thickens when added to water and does not foam like soy protein.
- Pea is an intermediate/fast-digesting protein.
- Pea protein is being used in dairy-free milks and ice creams, baked goods, granola bars, pasta, mayonnaise and even processed fish, meat, meat-substitute and egg products.
- Of all the most common plant protein ingredient alternatives to soy (rice, microalgae, wheat gluten, potato), pea is one of the most cost effective available.³
- The amount of food and drink products that use pea protein in their formulations increased by 49% between 2013 and 2014, alone.⁴
- Green peas have higher calcium than yellow peas.

- Peas have a very low environmental impact, specifically:
 - It takes (much) less water to grow a pea than it does to raise a cow and milk it to get whey protein: 3200 liters of water produces 1 kg of pea protein, which is much less than the 5882 liters required to produce 1 kg of soy protein or the 588,235 liters of water needed to raise a cow for whey protein.
 - To grow one ton of pea protein, only about two acres of land are needed in comparison to fifteen acres required to raise the same amount of beef protein.

‘In California alone, as the drought becomes the most significant concern, companies are demanding environmentally responsible food ingredients and particularly those contributing to water conservation,’ said Axiom Foods CEO David Janow. “[Bloomberg News](#) recently reported: ‘Cows Suck up More Water than Almonds’ which reveals that the alfalfa that cows eat is the thirstiest crop in the state; peas come in 10th place, along with broccoli and lettuce. Raising cattle takes up more of California water than any other activity. There are so many reasons to use pea protein, and the fact that we’ve solved for the flavor issue is exciting news as well

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RESOURCES

- 1 Source: SPINScan Natural not including Whole Foods 52 weeks ending 11/2/14 vs. prior year
- 2 [Euromonitor](#), “Protein Powders: The heavyweight in the \$16B Sports Nutrition Market”
- 3 “Pea protein has the strongest message right now among all other legume source proteins outside of soy.” Frost & Sullivan’s Christopher Shanahan, Global Program Manager, Food and Agriculture
- 4 According to a report by Stephanie Mattucci, Global Food Science Analyst, Mintel



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AXIOM FOODS CELEBRATES 10 YEARS, BRINGS THE WORLD PLANT PROTEINS WHICH NOW EQUAL MEAT

Rice, Pea, Sacha Inchi

(Los Angeles, CA March 3, 2015) -- Since 2005, Axiom Foods has been on the cutting edge of technology and bringing the world the most effective, healthful and safe plant protein ingredients fractionated from rice, pea, sachinchi. On the dawn of their 10th anniversary, their plant protein ingredients are used in thousands of products, from protein powder formulas to skincare lines, ice creams and nutrition bars. The brands that feature Axiom's plant proteins are distributed throughout the world's largest mainstream retailers and the nation's independent health stores. One brand is even co-owned by one of the nation's most-adored celebrities. Setting the global pace and standards for not only the industry but national certifying bodies and agencies, Axiom's ingredients have been featured in a ground-breaking double blind [clinical trial](#) at a major American university, have earned the first GRAS self-affirmed status, and their celebrated organic **Oryzatein**[®] brown rice protein ingredient is patent-pending. As their first decade came to a close, the highly exclusive *New Economy* awarded the company their coveted 'Clean Tech Award' for its contributions to global innovation and economic impact.

Axiom's ingredient products include:

Oryzatein[®] brown rice proteins, Vegotein pea protein, Incatein sachinchi protein, Oryzolait rice dairy-substitute, Avenolait oat dairy-substitute, and Oryza rice sweetener — with dozens of other ingredients in development.

"Our Oryzatein[®] brown rice protein has been touted by CNBC as 'the new meat'," said CEO, David Janow. "The world's largest food manufacturers are competing to reformulate their products with allergen-friendly ingredients such as rice protein in favor of wheat and dairy products which consumers are shunning because of gluten issues, suffered by 1 in every 133 Americans, and dairy issues suffered by up to 50 million Americans. The biggest food manufacturers in the world are also putting aside corn ingredients based on the public outcry about GMO-infestation of this crop. We are so excited that our ingredient was shown for the very first time in history to equal animal-based whey protein in building strength and muscles. This incredible new use of the rice plant and these trends, may foretell that rice is in line to become the 'new wheat.' We are on a massive growth trajectory and very honored to be able to provide such an important food source for the industry in the U.S. and beyond."



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AXIOM FOODS WINS THE NEW ECONOMY'S "2014 CLEAN TECH FOOD & BEVERAGE AWARD" Axiom Foods Celebrates 10 Years At Helm of Global Plant Protein Innovations

(Los Angeles, CA February 2015) – On the heels of a study showing for the first time that a plant protein equals animal-based whey in building and strengthening muscle (using Axiom Foods' Oryzatein[®] brown rice protein), acquiring GRAS self-affirmed status and a patent is pending, the company was awarded **The New Economy's 2014 Clean Tech Award**. On its 10th anniversary, Axiom caught the attention of global influencers at The New Economy with a win in the **"Best Food and Beverage Solutions"** category. Axiom was recognized as an industry-leader impacting the global economy for the better with big, innovative and sustainable ideas. Axiom Foods was judged on research & development, strategy, leadership, diversity, plus sustainability, and chosen for their efforts of fractioning protein from plants such as rice, pea, and sacha inchi.

"At a time when gluten allergies are at an all-time high, the production of the world's #1 crop of wheat is waning and the second largest global crop, corn, is infested with GMOs," said David Janow, CEO of Axiom Foods. "We feel good that allergen-friendly rice protein is filling a void for such a huge problem in the world. When we developed our plant protein extraction process in 2005, we never realized how much gluten and other food allergies were going to be a player in our business, or that the incredible science of genetics could affect the food supply as it has, but here we are."

The New Economy magazine was created in conjunction with the World Economic Forum, covering global news related to clean tech, energy, and environment related companies, solutions, and investors.

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NEW STUDY SHOWS MUSCLE-BUILDING LEUCINE AMINO ACID ABSORBS FASTER IN ORYZATEIN® RICE PROTEIN THAN IN ANIMAL-BASED WHEY

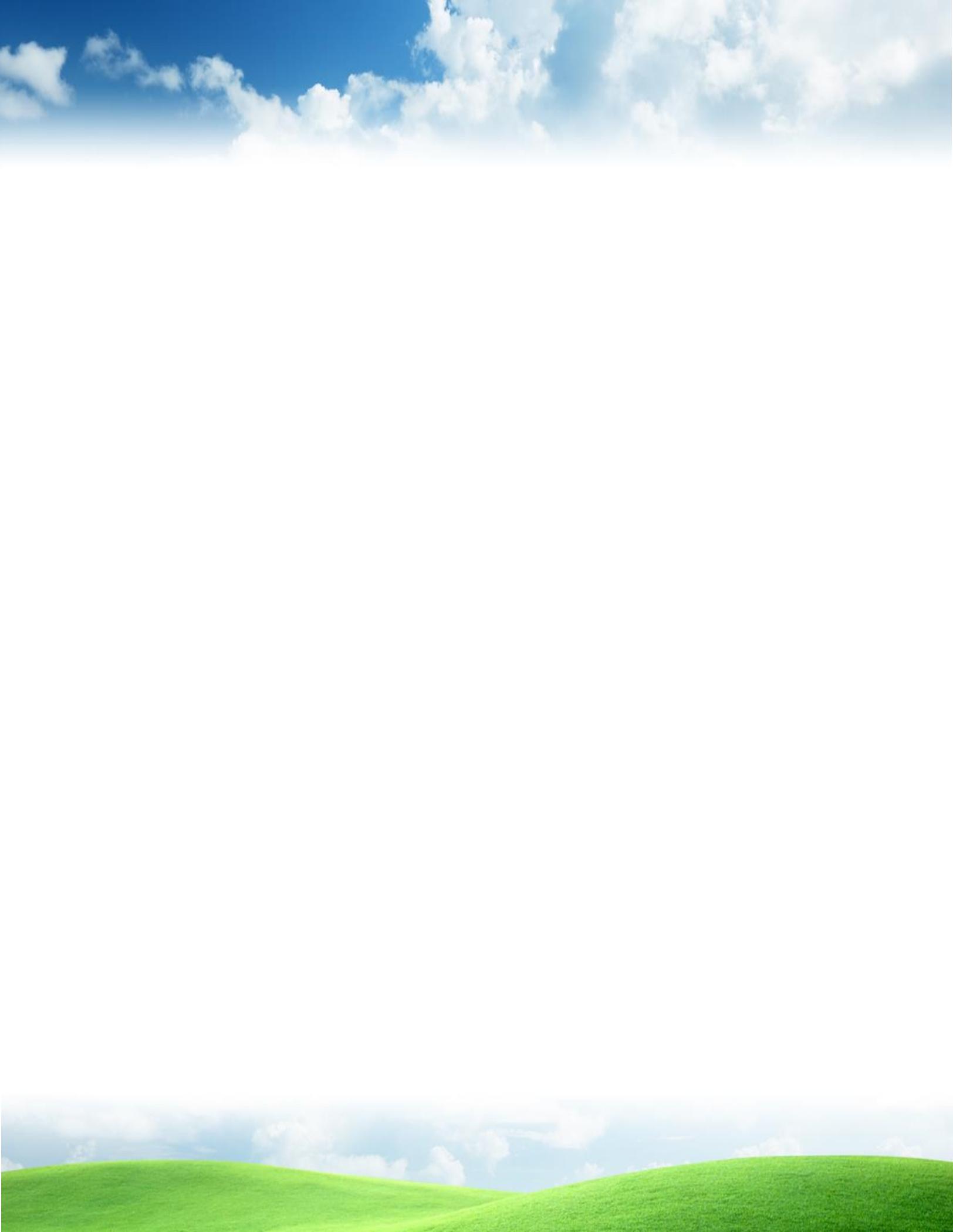
Clinical Trials Shatter Beliefs about Animal-Only Protein for Bodybuilders

(Los Angeles, CA October 3, 2014) – A 2014 third-party, double-blind, crossover study at the University of Tampa, has shown that **leucine**, the key amino acid to activate muscle building, was **absorbed faster from Oryzatein®** rice protein than leucine from whey protein, which can be of superior benefit in the sports nutrition industry. This was a unique finding considering leucine levels are slightly lower in rice protein versus whey protein. The study also found that amino acids in Oryzatein® brown rice protein are highly bioavailable and are non-statistically different from whey protein in trained athletes. Amino acids from rice protein appear slower into the bloodstream over time than whey, providing bodybuilders and other athletes with a plant-based alternative to animal-based whey protein to enhance their performance and body composition over a longer period of time. The study was published in the [Journal of Nutrition and Health Sciences](#).

The study comes on the heels of a 2013 clinical trial that showed rice protein paralleled whey protein in its ability to build muscle and improve strength and power for the first time. Both studies are shattering long held beliefs that animal-only proteins are needed for superior athletic performance as it relates to muscle gain and performance. The brown rice protein used in both studies is the patent pending and GRAS-self-affirmed Oryzatein® made by Axiom Foods. Oryzatein® brown rice protein is a widely used ingredient in thousands of food products from nutrition bars, to protein powders, non-dairy substitutes, cereals and even cosmetics.

“The benefits of this study show a prolonged delivery of amino acids to the blood and muscles,” said CEO of Axiom Foods, David Janow. “This means that **rice protein can aid in athletic performance** in a way that was formerly thought only possible with animal proteins, despite leucine levels being slightly lower in rice protein.”

Since 2005 Axiom Foods is the global innovator, manufacturer and distributor of plant protein ingredients, which are used in food, beverage, nutraceutical and cosmetic products from nutrition bars to pasta and non-dairy yogurts to facial cleansers. The world leader in fractioning allergen-friendly rice, pea, oat, sacha inchi amongst other plants, Axiom works in tandem with government certifying bodies throughout the world and other manufacturers to set ethical standards and educate about the power of plant-based proteins and milk-substitutes in the worldwide food supply. Axiom’s signature Oryzatein® is the only patent-pending, GRAS self-affirmed whole grain brown rice protein of its kind and other Axiom products include sweeteners, dairy-free milk substitutes, flavor enhancers, extrusions, and meat extenders.





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AXIOM FOODS' ORYZATEIN® BECOMES FIRST RICE PROTEIN EVER TO EARN GRAS SELF-AFFIRMED

(Los Angeles, CA October 3, 2014) – On the heels of a 2013 double-blind clinical trial which showed Axiom Foods' Oryzatein® plant-based brown rice protein equals animal-based whey in building and repairing muscle, **Oryzatein® has now become the very first brown rice protein to be granted GRAS self-affirmed approval.**

The GRAS self-affirmed approval, standards of which are set forth by the U.S. Food and Drug Administration (FDA), is an acronym, which specifically recognizes a substance as Generally Recognized as Safe, under the condition of intended use. The final evaluation was signed by all members of an expert panel headed by **Jim Heimbach**, formerly of the FDA and USDA and specialist on issues regarding the regulation of food ingredients. The achievement of GRAS self-affirmed status represents a gold-standard affirmation of an ingredient's safety. The GRAS self-affirmed recognition of Oryzatein® was confirmed based on scientific method, corroborated by extensive history of use, and agreed upon by the third-party appointed panel. GRAS self-affirmed approval demonstrates Axiom's superiority in tests of safety regarding how it's processed, the product's constituents and exposure to consumers.

Oryzatein® is the only 90% whole grain brown rice protein fractionated without use of hexane petroleum byproduct and is soon to become the USP monographed standard for the industry, unlike many other rice and soy proteins. The approval was granted for the use of the plant-based protein as a high quality, allergen-friendly protein in food grade products as both replacements for, and in conjunction with, soy and whey protein. Oryzatein® is used in beverages, baked goods, confectionery, dietetics, nutraceuticals, product substitution, sports nutrition and other products needing functional food properties.

"Since 2005, we've worked hard to source rice from the most pristine fields in the world," said CEO, Axiom Foods, David Janow, "we've also co-founded the **World Rice Alliance**, innovate healthful fractioning processes, are the only brown rice protein with third-party clinical research and have attracted the scientific community to use our products in their research. Additionally, we are the innovator of melamine-free and hexane-free brown rice protein when no one else was adhering to those standards. This GRAS self-affirmed approval gives our customers another reason to insist on "Oryzatein® inside."



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AXIOM FOODS® GAINS RIGHT TO WORLD'S PRISTINE RICE SOURCE

Signs Deal With Global Award-Winning Majesty Rice

(Los Angeles, CA, October 3, 2014) – Axiom Foods, manufacturer of Oryzatein® the only GRAS self-affirmed and patent pending brown rice protein, among other plant fractions, has reached an **exclusive deal to source rice from Cambodia's Majesty Rice**. Majesty Rice was globally recognized in 2012 and 2013 by *The Rice Trader* for producing the world's highest quality jasmine rice from what are considered to be the most pristine rice fields in the world.

Cambodia's rice supply is inherently **non-GMO** and organic as GMOs and synthetic fertilizers have never been introduced or allowed in the country as a whole. Accredited U.S. lab reports show cadmium, lead and mercury levels in the rice are some of the lowest found anywhere. "We are proud to be supplying our rice to Axiom, the only rice protein manufacturer we are committed to working with," said President of Majesty, Sithtra Chhay, "because we have a mutual goal of raising the bar while providing the purest plant-based nutrition to the world." Rice used for protein manufacturing is carefully scrutinized and tested at the lowest levels tests will allow because when the concentrated protein is fractioned out, the naturally occurring heavy metal concentration can also increase. A higher standard is held to rice used for brown rice protein because while heavy metal levels may read as "undetected" in rice, that does not mean their levels are zero but rather that they are below the small levels the test can detect.

The deal is indicative of Axiom Foods' continued commitment to provide the most healthful pure plant proteins, which to date, have fallen within testing standards for naturally occurring heavy metals. "This deal," said CEO of Axiom Foods, David Janow, "further decreases the heavy metal levels, despite the fact they are found in the earth's crust globally and are intrinsic to plants grown in healthy soils. As makers of human food, we are in a highly responsible position and work closely with Mother Nature as we travel the world sourcing the most ideal crops available in necessary quantities."

Majesty Rice will start shipping almost immediately and is expected to start appearing in products on shelves Q1 2015, such as Growing Naturals Rice Protein. Janow further stated, "Certifying bodies such as the FDA and USDA watch what we do very closely and have come for intelligence on setting standards for rice protein. Batch testing is a routine part of our daily business and the levels of heavy metals have always been some of the lowest in the industry. The Majesty Rice levels fall even below these."



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“Oryzatein® Inside” RICE PROTEIN STANDARD TO BE DISTRIBUTED TO FOOD MANUFACTURERS

Growing Naturals Rice Protein First to Emblazon Seal on Packaging

(Culver City, CA August 27, 2013) – After Oryzatein® was recognized as the first plant-based rice protein to equal animal-based whey protein for muscle building and repair in a clinical trial published last month, an “Oryzatein® Inside” indicia is being provided to manufacturers who use the ingredient in their food products. Growing Naturals Rice Protein is the first amongst them to showcase the “Oryzatein® Inside” insignia on its packaging.

Similar to a “Good Housekeeping Seal” or “Intel Inside,” the “Oryzatein® Inside” seal provides manufacturers with a way to show consumers they feature a clinically confirmed ingredient in their product. The “Oryzatein® Inside” seal provides manufacturers with added credibility and a way to differentiate their product on a retail shelf.

Oryzatein® is a **100% naturally enzyme-fractioned rice protein** sourced from the most pristine rice fields in the world, sanctioned by the World Rice Alliance and is also soon to become the industry monograph standard.

The creator of Oryzatein® and CEO of Axiom Foods, David Janow, has been called upon by the FDA and USDA for information on how rice is grown, sourced and fractioned. He comments, “since the rise of gluten allergies and GMO-infestation have made wheat and corn fall out of favor, rice is poised to become the world’s most important food staple. We’ve been in discussions with the nation’s largest cereal companies.”

“Body builders to yoginis are begging for plant-based proteins,” says celebrity trainer, Gina Lombardi, host of Discovery Channel’s “Fit Nation” and author of Deadline Fitness. “My celebrity clients ask for it – even if they’re not vegetarians, including Kristen Bell and Sally Pressman of Lifetime-TV’s Army Wives.”

Axiom Foods is the world’s first, largest and most innovative source for allergen-friendly, whole grain brown rice ingredients and known for their natural and proprietary methodologies for extracting fractions of other plant proteins such as pea and sacha inchi. Since 2005, the California-based company has maximized the potential of whole grain brown rice in all its forms. Their signature Oryzatein® is the only brown rice protein of its kind. Axiom continues to widen the possibilities of the world’s third largest plant crop into healthful products on which humans thrive.



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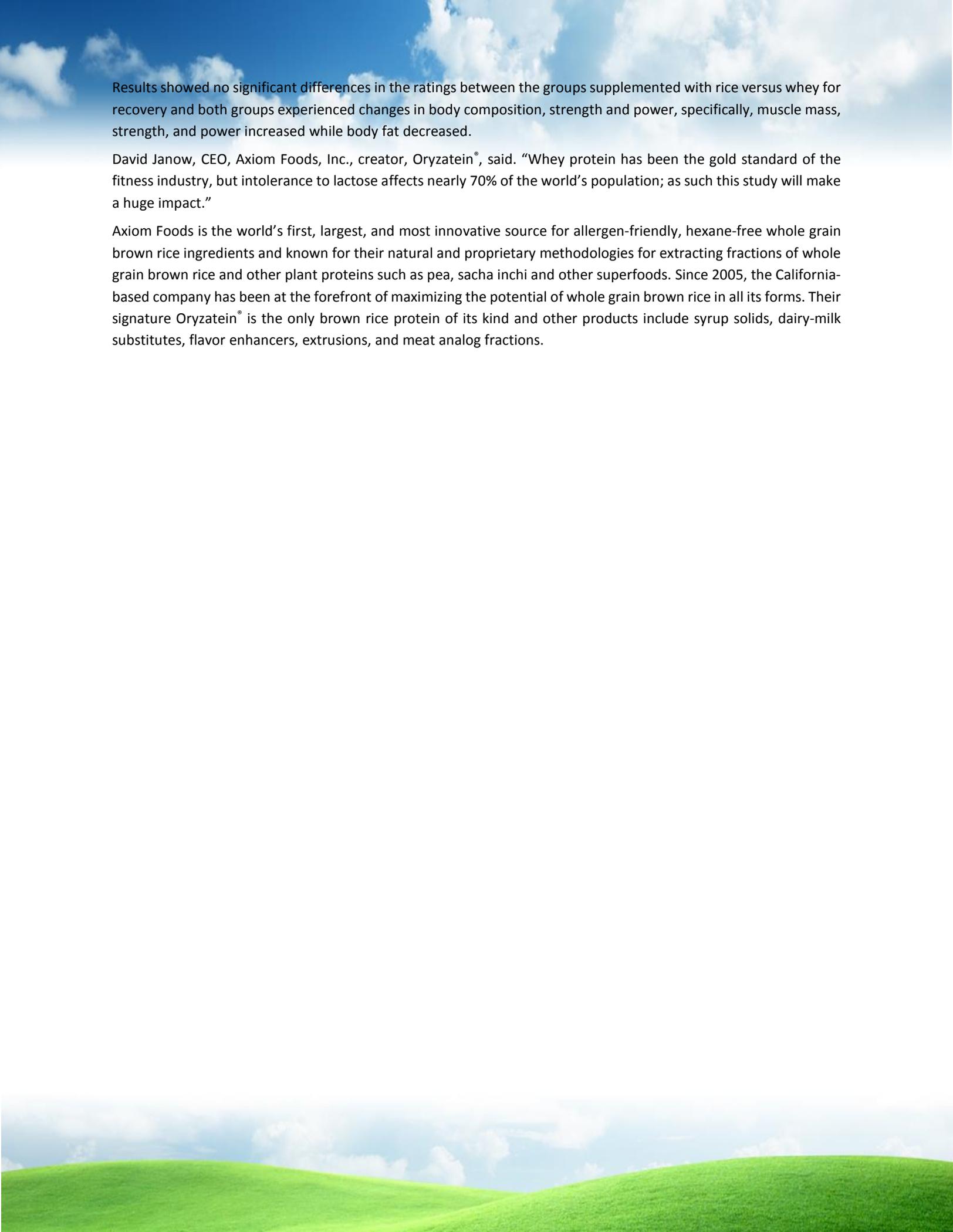
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FIRST DOUBLE-BLIND STUDY SHOWS PLANT-BASED RICE PROTEIN HAS IDENTICAL BENEFITS TO ANIMAL-BASED WHEY PROTEIN FOR MUSCLE GROWTH & REPAIR

(Culver City, CA July 12, 2013) -- The findings of a double-blind study showed for the first time that plant-based rice protein has identical benefits to dairy-based whey protein. The study results, which used Growing Naturals' Organic Rice Protein made with Axiom Foods' Oryzatein®, specifically followed a controlled population of bodybuilders and how they built muscle and experienced the same rates of repair and soreness. The study was published by the **Nutrition Journal** (6/19/13) and acknowledged by the highest echelon of sports nutrition experts at **the International Society of Sports Nutrition's 10th Annual Conference** (6/14-15, 2013) and the **Nutrition and Exercise Summit** (7/10-13/13). The researchers chose Oryzatein® for the study for its unique qualities, foremost being the hexane-free fractioning process used to isolate protein from whole grain brown rice. The full paper of the study in the *Nutrition Journal* was so well received by the community, it was awarded the status of "#1 most highly accessed."

"In the past, studies have shown that the consumption of animal-derived protein has had a different effect on muscle growth than when paired with plant-based protein such as soy," said Dr. Jaeger. "The results of this study show a change. We found that rice protein isolate administration post resistance exercise decreases fat-mass and increases lean body mass, muscle hypertrophy, power and strength comparable to whey protein isolate."

Dr. Jaeger and his co-author, Dr. Jacob Wilson (University of Tampa, Department of Health Sciences and Human Performance), used 24 healthy, college-aged, resistance-trained participants who consumed 48g of rice or whey protein isolate immediately following training for 8 weeks.



Results showed no significant differences in the ratings between the groups supplemented with rice versus whey for recovery and both groups experienced changes in body composition, strength and power, specifically, muscle mass, strength, and power increased while body fat decreased.

David Janow, CEO, Axiom Foods, Inc., creator, Oryzatein[®], said. “Whey protein has been the gold standard of the fitness industry, but intolerance to lactose affects nearly 70% of the world’s population; as such this study will make a huge impact.”

Axiom Foods is the world’s first, largest, and most innovative source for allergen-friendly, hexane-free whole grain brown rice ingredients and known for their natural and proprietary methodologies for extracting fractions of whole grain brown rice and other plant proteins such as pea, sacha inchi and other superfoods. Since 2005, the California-based company has been at the forefront of maximizing the potential of whole grain brown rice in all its forms. Their signature Oryzatein[®] is the only brown rice protein of its kind and other products include syrup solids, dairy-milk substitutes, flavor enhancers, extrusions, and meat analog fractions.



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AXIOM FOODS LEADS THE WORLD PACK WITH HEXANE-FREE BROWN RICE PROTEIN EXTRACTION METHOD

(Culver City, CA March 29, 2013) – Axiom Foods, whose Oryzatein[®] rice protein showed in a clinical trial for the very first time that plant-based rice protein rivals dairy-based whey for muscle building, fat reduction and muscle repair on March 9, 2013, is also one of the only manufacturers that does not use the highly noxious hexane in its extraction process. Founded by uber overachiever JD / MBA / biologist, David Janow, who grew tired of trading grain commodities for animals and more interested in the health benefits of high quality rice for humans, his company is the first to use a truly natural rice protein extraction method.

“Hexane is a chemical solvent, most parts of which are gasoline and used in the creation of glues for footwear and roofing, to extract oil and grease from water and soil and come from the refining of crude oil,” said Axiom Foods, CEO, David Janow. “Ironically enough, U.S. grain processors were accountable for more than 2/3 of the hexane emissions in this country, using it to remove oil from grains and protein from soy. The toxicity of hexane in humans is well known and chronic exposure can result in extensive nervous system damage. Hexane is on the U.S. Toxic Inventory list and the Environmental Protection Agency has issued regulations on the control of hexane gas due to its potential carcinogenic properties.”

Watchdog publication, the **Natural News** reported last week: “Nearly 100% of the “natural” soy proteins sold in the USA are extracted in China using a hexane extraction method. The primary manufacturer and distributor of brown rice protein in the USA, Axiom, (produces) brown rice protein in a hexane-free, non-GMO, Prop 65 compliant, whole grain Oryzatein[®] powder. They supply a lot of the brown rice protein to numerous sources in the USA, and this is the best brown rice protein product available today, partially because it is NOT hexane extracted.”

Axiom relies heavily on **research** and **innovation** to create better ways of offering healthful plant-based ingredients. Their proprietary method for extracting protein from all layers of the whole grain rice, including bran, germ and endosperm, is a **low-heat, hexane-free, enzymatic process**. Through the growing, harvesting and processing, all ingredients are tested again and again, from organic and gluten-free certification to testing for meeting California Prop 65 standards. As a founding member of the World Rice Alliance, Axiom is working to source rice that is low in naturally-occurring heavy metals from multiple ideal areas such as Thailand, Cambodia, Vietnam, China, Argentina and even California.



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FIRST DOUBLE-BLIND STUDY PROVES PLANT-BASED RICE PROTEIN HAS IDENTICAL BENEFITS TO ANIMAL-BASED WHEY PROTEIN

(Anaheim, CA, March 11, 2013) -- The findings of a ground-breaking double-blind study at the University of Tampa showed for the first time that plant-based rice protein has identical benefits to dairy-based whey protein. The study results, which specifically followed a tightly controlled population of seasoned bodybuilders and how they built muscle and experienced the same rates of repair and soreness, were presented at the 2013 Natural Products Expo on March 9, 2013 by its co-author, **Dr. Ralf Jaeger**, FISSN, CISSN, MBA. Jaeger was joined by several influencers in the sports nutrition, rice fractioning, vegan education and fitness industries to convey the impact and scope of this discovery. The rice protein the researchers chose for the study was **Growing Naturals' Organic Rice Protein** made with Axiom Foods' Oryzatein®, which has recently become a monographed industry standard for its many qualities, noted of which is their unique hexane-free fractioning process used to isolate protein from whole grain brown rice.

"In the past, studies have shown that the combination of resistance exercise with consumption of animal-derived protein (such as whey, casein, eggs, meat) has had a different effect on muscle growth than when resistance exercise was paired with plant-based protein such soy," said Dr. Jaeger. "The results of this study show, for the first time, this has changed. The objective of the study, titled, 'Rice Protein Increases Lean Body Mass, Muscle Hypertrophy, Power and Strength Comparable to Whey Protein Following Resistance Exercise,' was to determine if high doses of rice protein isolate could increase recovery and elicit adequate changes in body composition compared to whey protein isolate if given following periodized resistance-training. In summary, we found that rice protein isolate administration post resistance exercise decreases fat-mass and increases lean body mass, skeletal muscle hypertrophy, power and strength comparable to whey protein isolate."

For the study, Jaeger and his co-author, **Dr. Jacob Wilson** (University of Tampa, Department of Health Sciences and Human Performance), used 24 healthy, college-aged, resistance-trained participants. Each had a minimum of one year of strength training experience. The participants were randomly and equally divided into two groups. Each group consumed 48g of rice or whey protein isolate immediately following training on training days only. Participants followed a specific training protocol three times a week for eight weeks under direct supervision. The supplements contained equal amounts of calories and protein. Before and after the first training session, participants gave ratings for perceived recovery, soreness and readiness to train. At baseline (week 0), midway (week 4), and end (week 8) participants were measured for muscle thickness, body composition, bench press and leg press strength. Changes were measured and recorded.

Results showed there were no significant differences in the ratings between the groups supplemented with rice versus whey for recovery. In other words, each supplement produced a similar effect. Moreover, both groups experienced significant changes in body composition, strength and power from week 0 to week 8. Specifically, muscle mass, strength, and power increased while body fat decreased. The changes observed were similar for both groups.

A group of industry professionals gathered at the press conference to discuss how the study results would impact various parts of the industry. In attendance was:

David Janow, JD/MBA, CEO, Axiom Foods, Inc., creator, Oryzatein[®], soon to be the monographed industry standard for chemical free whole grain brown rice protein. “Whey protein has been the gold standard of the fitness industry,” said Janow, “but as of today, that may be changing. Intolerance to lactose affects nearly 70% of the world’s population. Hormones used in cow farming are passed on in larger concentrations through dairy products than through cow meat. We’ve heard how hormones in cow milk are affecting early puberty. Soy protein is losing popularity after learning about phytoestrogens. Allergen-friendly plant- based protein is now being shown to rival whey protein.”

Dr. Douglas S. Kalman PhD, RD, FACN – involved in over 200 clinical trials in nutrition, worked with Olympic athletes, co-founder of The International Society of Sports Nutrition, said, “this is going to affect nutrition worldwide especially for malnourished populations.”

Kevin Hill, MFA, raw food bodybuilder, nutrition/fitness educator, said, “the mecca of bodybuilders in places like Gold’s Venice are keenly interested in protein uptake and are surprised when I tell them I build this kind of muscle on rice protein.”

Gina Lombardi, Host, Discovery Channel’s Health & Fit, Author of Deadline Fitness, contributing Editor for MSNBC, celebrity trainer explained that celebrities serve as the tipping point for the newest and best and set the pace for the mainstream, “over 70% of my clients are vegan.”

The study will be presented at the **36th Annual National Conference of the National Strength and Conditioning Association (NSCA)**, July 10-13, 2013 in Las Vegas, Nevada; at the 10th Annual Conference and Expo of the International Society of Sports Nutrition (ISSN) in Colorado Springs, Colorado, June 14-15, 2013 and a full paper has been submitted to Nutrition and Metabolism for publishing.

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