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Successful Industry Veterans Establish Natural Foods Investment Fund

Boulder Investment Group Reprise Announces New Investment Fund, BGR Ventures, LP, Closes With Capital Commitments Over \$55MM

BOULDER, Colorado. (September 7, 2016) – Boulder Investment Group Reprise (BGR) proudly announces the closing of their new investment fund, BGR Ventures, LP, with capital commitments over \$55MM. Founded by proven industry veterans Carole Buyers, Duane Primozich, and Bill Weiland, and building off of the success of their former fund, Boulder Brands Investment Group (BBIG) – which included notable investments in Suja Juice (partnered with Coca Cola) and EPIC Bar (acquired by General Mills) – the fund will make investments in early-stage natural and organic product companies.

The three partners initially established BBIG as an in-house venture fund for Boulder Brands in early 2013, where Carole and Duane held senior executive positions. Third partner, Bill, founded Presence Marketing, the largest independent natural foods broker in the U.S., in 1990, and plans to continue there as CEO. The trio’s combined 70+ years of natural product experience will be leveraged to maximize the potential of promising young companies, manifesting in value-added, strategic partnership and capital.

“We’re thrilled to be able to continue the momentum we created with Boulder Brands Investment Group, and carry it forward into Boulder Investment Group Reprise,” exclaims BGR co-founder, Primozich. “We’ve had the privilege of partnering with some terrific brands and are humbled by the enthusiasm we have received for this next fund.”

“Carole, Duane and Bill offer an unrivaled trifecta of experience. Their thoughtful counsel, industry relationships and overall holistic understanding of the natural products industry, played an instrumental part in the success of Suja’s growth,” says Jeff Church, Suja Juice co-founder and CEO. “I have no doubt that they will take BGR Ventures, LP, and its investments, to the next level.”

BIGR has made three investments to date, including Hope Foods, Bonafide Provisions and Live Beverages, with plans to invest in several more within the next year.

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About BGR Ventures

Founded by proven industry veterans Carole Buyers, Duane Primozich, and Bill Weiland in December 2015, BGR Ventures is a growth equity fund providing value-added, strategic partnership and capital to promising early-stage natural and organic products. Headquartered in Boulder, CO, and boasting 70+ years of combined natural product experience between its founders, BGR Ventures leverages unparalleled industry relationships and experience to maximize the potential of promising young companies.