



Media Kit

Who is

Simply Good JARS™?



We believe that fresh food is goodness that should be enjoyed. As a certified B-Corporation, we are dedicated to improving the community through responsible, respectful food choices. We've set out to make good choices easier by producing fresh, chef-crafted, restaurant quality food in jars.

We care about the food we create. Our talented team passionately develops thoughtful products designed to be good for you and the planet. We use whole food ingredients, that are locally sourced when possible that deliver goodness you can taste in every jar. Our patent-pending packaging technique protects freshness without preservatives, about 2x more than any comparable product. Our jars are then safety sealed and intentionally designed to live on - they are durable for reuse and can be recycled.

Simply Good Jars embraces a sustainable business model that empowers everyday people to make a real impact. We strongly believe that together we can enjoy amazing food options, reduce food insecurity in our communities, and reduce the amount of plastic waste being sent to landfills. Eat well, feel good, waste less.

After enjoying your meal, simply scan the QR code on the jar and pledge to reuse, repurpose, or recycle your jar. For every pledge we receive, we will make a donation to feed someone in need from the local community.



Our Founder and CEO, Jared Cannon, developed his concept for Simply Good Jars after an award-winning 18 year career as a chef in the food service industry working for celebrated restaurants and growing fast-casual eateries; all the while realizing how there's still a need for faster, healthier food options.

Upon graduation from New York City's reputable Culinary Institute of America, Jared transitioned to Florida International University in Miami to continue his journey in hospitality management and finished his education at Temple University's top-rated Fox School of Business with a Masters in Innovation and Entrepreneurship. It was at Fox that Jared's vision for expanding people's access to healthy food options evolved.

Professionally, Jared has spearheaded culinary teams at Tria, Iron Hill Brewery and Restaurant, Ritz Carlton Hotels, FS Food Group, honeygrow, and Di Bruno Bros. He has cooked at New York's legendary James Beard House and has studied cuisine extensively throughout Italy, Mexico, and across the United States.

Jared founded Simply Good Jars in the fall of 2017 with the intent to help improve lives and communities through responsible, respectful food choices for everyone. Jared started in his hometown of Philadelphia, but get ready because Simply Good Jars are just too good and too important to stay in one place for too long.

The Chef behind the Jar



SGJ

timeline

Jan 2018: Began our Return for Reuse Program: For every jar that was returned, we would donate a meal to someone in need via partnership with Philabundance.

Nov 2018: Pivoted to the smart fridges to be able to keep up with demand and make jars more accessible to the public (in hospitals, gyms, schools, offices, airports, etc.).

Feb 2020: Scaled manufacturing production in USDA certified, SQF III level facility.

March 2021: Featured on ABC's "Shark Tank" and made deals with Mark Cuban and Lori Greiner.

As of July 2021: SGJ has donated over 47,000 meals, kept over 9,000 pounds of waste from landfills, and has over 7,500 followers across all social media platforms.

2017: SGJ is created and the mission to eat well, feel good, waste less.

Nov 2017: \$1,000 Kiva Loan received.

Jan 2018: Began subscription-based delivery service that reached a wait list of 750 one month after launching.

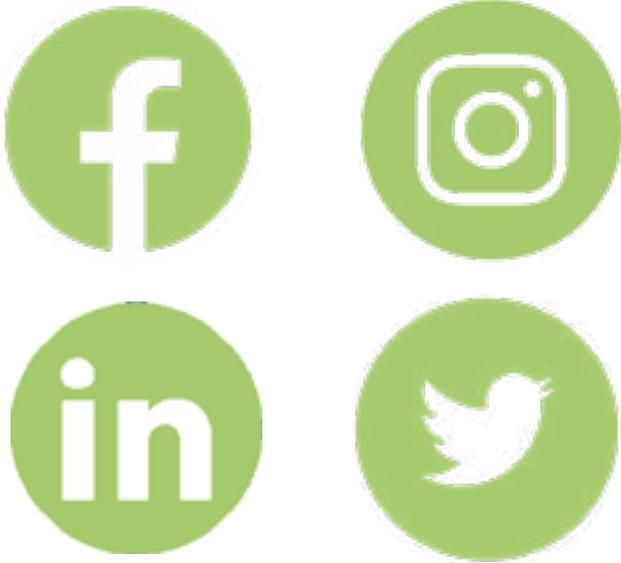
Feb 2018: First honor system fridge delivered.

Dec 2019: Became a Certified B-Corporation.

April 2020: Launched in retail.



Social and Social Impact

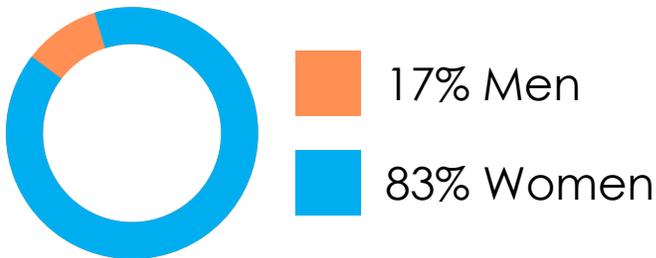


Over 7500 Across Social Platforms

Audience: Top Cities

1. Philadelphia, PA
2. New York, NY
3. Moorestown, NJ
4. Los Angeles, CA
5. Collingswood, NJ
6. Mount Laurel, NJ
7. Cherry Hill, NJ
8. Wilmington, DE
9. Chicago, IL
10. Upper Darby, PA
11. Bensalem, PA

Audience: Demographic



Ages range from 18-65+

9,000 pounds of trash diverted from landfills

47,260 meals donated to the community

Keep in Touch

Visit us at simplygoodjars.com

For media inquiries, email us at press@simplygoodjars.com

Send us feedback or questions at info@simplygoodjars.com

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