



Organic cracker maker lands 'significant' Greenmont Capital cash infusion

Organic industry veteran Paul Repetto also joins board of Mary's Gone Crackers

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Organic cracker maker Mary's Gone Crackers said Monday it completed a "significant" equity investment by Greenmont Capital Partners of Boulder, Colo., to help expand its product line.

The Gridley, Calif., company began producing its organic crackers in about three years ago and is now the nation's largest manufacturer of organic, wheat-free and gluten-free crackers. The crackers come in five flavors: Original, Caraway, Black Pepper, Onion and Herb.

"Greenmont believes this is a compelling category that is showing momentum and a company that has continued to show great progress," said Greenmont Partner Kim Bixel, referring to the company's a line of great tasting

In addition to the cash infusion, Greenmont General Partner Paul Repetto will join Mary's board of directors. Repetto was co-founder and a director of Horizon Organic Dairy, the nation's leading organic milk brand, as well as president of Westbrae Natural Foods.

Earlier in his career, Repetto was a founding board member of the Organic Foods Alliance, as well as a board member of the Organic Trade Association.

"This investment also means that we'll finally have the time and resources to bring my other products to market, which is very exciting and fun for me," said Mary Waldner, Mary's founder and executive vice president of Brand Development.

Greenmont focuses on the developing Lifestyles of Health and Sustainability (LOHAS) market and the natural products category. Its portfolio of investments include Bossa Nova Beverage Group, New Resource Bank, PAX Scientific, Ozocar, EcoTimber and Blue Horizon Organic Seafood Company, Inc.