



District Ventures Capital Takes a Bite Out of New Refrigerated Healthy Snack Bar Category

Toronto, ON (March 26, 2019) – District Ventures Capital is pleased to announce it has closed an equity investment with OHi Food Co., producers of the popular refrigerated OHi Superfood Bar.

Created after founder Dawn Anderson realized the snack bars that she had been living on were filled with additives and unwanted ingredients, the OHi Superfood Bar has quickly emerged as both a disruptor of traditional snack bars and leader in the newly formed refrigerated healthy snack bar categories. District's investment will help supercharge the growth of OHi Food Co. through marketing support, business development and commercialization services.

"We are excited to have created an innovative superfood bar that offers consumers something unique in the expanding refrigerated fresh snacking category," said Dawn Anderson, Founder, OHi Food Co.. "We are thrilled about our partnership with District Ventures, as we have already witnessed growth tied directly to their investment."

Unlike conventional snacks such as cookies, candy, and chips, which are traditionally found in the aisles of grocery stores, OHi Food Co. products are located in the refrigerated section and provide consumers with the ultimate in fresh, nutritious, and delicious ingredients. OHi Superfood Bars are handcrafted using only real, wholesome, and nutrient-dense ingredients that are plant-based, non-GMO project verified and free from gluten, grains, dairy, soy, and refined sugars.

"Today's consumer is much more sophisticated and educated than they have ever been. They seek products which not only satisfy their taste buds but have health benefits – both qualities that OHi Superfood Bars possess," said Arlene Dickinson, General Partner, District Ventures Capital. "OHi's Superfood Bars are one of the very few 'real' innovations we've seen from the energy bar category in a long time and we are thrilled to be able to aid their growth."

Health and wellness snacks account for \$17.5 billion of the \$57.8 billion snacking category in the United States. OHi Food Co. looks to take advantage of the increased popularity in the category and increase their distribution to more than the 1,000 stores they currently have product in.

Media Contact:

Jerry Nasr
PR and Social Communications Manager
416-585-2090
jerry@districtventurescapital.com

About District Ventures Capital

District Ventures Capital is a venture capital fund investing in innovative companies in the food & beverage and health & wellness sectors. The fund is led by General Partner, Arlene Dickinson. District Ventures is the leading ecosystem in Canada that focuses on the CPG space and brings capital, marketing, programming and commercialization as support to the companies it invests in.

About OHi Food Co.

As a California-based natural food company, OHi Food Co. offers a premium line of refrigerated plant-based superfood bars that provide superior taste and texture. This brand combines fresh with convenience for long lasting energy through clean, nutrient dense ingredients. Founded in 2013 on Maui, HI by Dawn Anderson, the current lineup includes five bar varieties: Coconut Macadamia, Almond Crunch, Super Green, Double Chocolate, and soon-to-launch Peanut Butter. Every offering is plant-based, non-GMO project verified, certified grain & gluten free, vegan, low glycemic, predominantly Paleo, and free of soy, dairy, artificial ingredients, and refined sugars. OHi Food Co. is passionate about delivering delicious nourishment for all and spreading a little ALOHA one bar at a time!