The background of the entire page is a repeating pattern of avocados. Some are sliced in half, showing the green flesh and brown pit, while others are whole with their characteristic bumpy green skin. The avocados are set against a dark purple background. A large green banner covers the middle section of the page, containing the title and subtitle.

# Naturally

**BAY AREA  
SUPPLIER GUIDE**

AN OVERVIEW OF SERVICE PROVIDERS WHO SUPPORT OUR COMMUNITY | 2022



## DEAR NBA MEMBERS & FRIENDS,

Naturally Bay Area was founded in 2018 as a 501(c)6 nonprofit and the first Naturally Network Affiliate.

We seek to galvanize and grow the natural and organic products industry by connecting entrepreneurs, investors and innovators through networking, mentorship, education and collaboration.

We could not foster this community without the support of our sponsors, nearly  $\frac{3}{4}$  of whom are service providers for the natural products industry.

Many of our sponsors are board members and other volunteers who also put in countless volunteer hours to make our community stronger.

We hope you will enjoy learning more about the organizations that are dedicated to helping our Bay Area natural products community thrive.

In Appreciation,

### MARY TARCZYNSKI

NBA Sponsorship Working Group Lead

### PETE BRENNAN

NBA Board Chair





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**Ryan Musser**  
Consumer Products  
Industry Leader  
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**DAVIS WRIGHT TREMAINE** (DWT) is a 600+ attorney national law firm with a deep commitment to the food, beverage, and natural products industries. DWT has one of the largest food & beverage industry practices in the country, with over 40 attorneys who represent food innovators, entrepreneurs and investors at every level of the food chain, from Farm to Label. Our clients are “seed” (0-\$2mm annual revenue), “scaling” (\$2mm-\$20mm), and “seasoned” (\$20mm - \$1bn) food and beverage brands and the investors who fund them in all of the major food innovation hubs in the United States, including the San Francisco Bay Area, Boulder, Brooklyn, Austin, Chicago, Los Angeles, Seattle and Portland. To support the industry, DWT attorneys have assumed leadership roles in Naturally Bay Area, Nutrition Capital Network, the Culinary Institute of America’s Food Business School, and OSC2, a community of sustainability-focused food industry business leaders. DWT is proud to be a Founding Sponsor of Naturally Bay Area.



**Contact information:**

**Don Buder**

PARTNER | San Francisco office

[donbuder@dwt.com](mailto:donbuder@dwt.com)

**DWT.COM**

Anchorage | Bellevue | Los Angeles | New York  
Portland | San Francisco | Seattle | Washington, D.C.





## Connect with Buyers in the Natural Products Expo Community in 2022



New Hope Network is committed to supporting the growth and awareness of emerging brands in our industry. If you're an up-and-coming natural products brand with less than \$5M in annual revenue, please ask your New Hope Network sales rep about our **special \$500 Emerging Brand Package** for NPEV Community in 2022. Qualifying brands will save over 50% on our All-Access Membership.

Natural Products Expo Virtual (NPEV) is a vibrant online community that serves the growing natural products industry. In 2022, NPEV Community will provide brands with exclusive access to business resources, premium content and key buyers.

### By joining NPEV Community in 2022, your entire team will receive exclusive access to:

- Premium brand-building content & education sessions
- Natural products buyers to meet, learn from & do business with
- A curated community of media outlets, wellness influencers, service providers & investors
- Virtual extensions to Natural Products Expo West & East
- Complimentary business services & other industry benefits
- Exclusive insights from leading industry experts
- Plus, the opportunity to appear in special content features

### Key Retail Partners



and more to come!

Your All-Access Membership to NPEV Community will also provide increased exposure for your brand throughout 2022. Display featured products, special discounts, press releases, sales collateral and educational materials. Connect and chat live with attendees and those that have visited your virtual booth.

**We hope you'll join us in uniting the natural products community in 2022. Contact your sales rep to learn more!**

[solutions.newhope.com/contact](https://solutions.newhope.com/contact)



By Informa Markets

# BRAUNHAGEY & BORDEN LLP

San Francisco | New York

BraunHagey & Borden LLP represents leading emerging and high growth companies in food, beverage, health and wellness, and at the intersection of consumer, sustainability and tech.

Many of our clients are innovative businesses and investors in the better-for-you sectors of the food and CPG ecosystems. We are particularly passionate about partnering with entrepreneurs creating novel products and technology that push food and CPG markets in the direction of health and sustainability. In this pursuit, we draw on our deep experience to provide pragmatic, business-minded advice to clients at all stages in their life cycles—from early stage emerging companies, to fast-growing businesses building brand equity and commercial traction, to household brands with national and global scale.

## 2021 TRANSACTIONS SNAPSHOT

Total M&A  
Deal Value

\$2.3B

Total Financing  
Deal Value

\$1.2B

## CORE PRACTICE AREAS

- Equity & Debt Financings
- Mergers & Acquisitions
- Commercial & Tech Transactions
- General Corporate Counsel
- IP & Brand Protection
- SPAC Transactions
- Corporate Structuring & Governance



**Dan Harris**

Partner & Head of Corporate Practice  
Director, Naturally Bay Area Board  
harris@braunhagey.com



## The Burbank Group

MORGAN STANLEY  
PRIVATE WEALTH MANAGEMENT

We are  
proud to be  
founders of  
Naturally  
Bay Area

The Burbank Group at Morgan Stanley Private Wealth Management has focused on helping food, beverage and consumer products entrepreneurs prepare for success and manage their financial lives for over 25 years. Today The Burbank Group manages over \$2 billion and has been recognized by the Financial Times as one of the Top 400 Advisors in the United States every year from 2013 to 2021.

**The Burbank Group | [mike.burbank@morganstanleypwm.com](mailto:mike.burbank@morganstanleypwm.com) | 415.576.2004**

# BAY AREA GREEN FUND

DO GOOD WITH YOUR MONEY

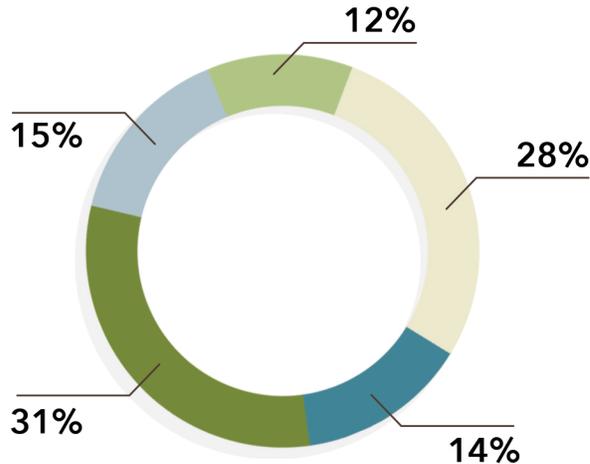


## WHERE YOU KEEP YOUR MONEY MATTERS

The Bay Area Green Fund finances environmentally sustainable projects and businesses, nothing else.



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- GREEN REAL ESTATE
- ENVIRONMENTAL STEWARDSHIP
- WASTE REDUCTION
- CLEAN ENERGY

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\*Assurance, tax, and consulting offered through Moss Adams LLP. Investment advisory services offered through Moss Adams Wealth Advisors LLC.



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— Edgar Estonina, COO & CFO, Armanino Foods of Distinction, Inc.

*"I am confident in the Heffernan team providing counsel to help me make informed decisions. I consider Heffernan to be one of my company's integral partners."*

— Thomas Garrity, General Counsel and CFO, Fra' Mani Handcrafted Foods

### INSURANCE OFFERINGS

- Business Insurance
- Financial Services
- Employee Benefits
- Personal Insurance
- Alternative Risk

### CONSULTATIVE SERVICES

- Claims
- Loss Control
- HR Consulting
- Reps & Warranties
- Risk Management Assessments

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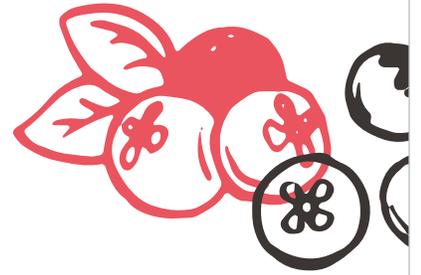


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**Laurie Glynn**

Fortis Sales & Business Development  
Naturally Bay Area Board Member

**Contact me:**

lglynn@fortissolutionsgroup.com  
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parabolic



# Ideas with trajectory

HARNESSING DECADES OF CPG  
EXPERIENCE TO HELP BRANDS  
SELL IN & SELL THROUGH AT RETAIL.

INSIGHTS-BASED  
CREATIVE CONCEPTS

SHOPPER MARKETING  
ANNUAL PLANNING

INNOVATIVE  
OMNI-CHANNEL  
ACTIVATIONS

ROAS MODELING  
& POST PROMO  
ANALYSIS

PROUDLY HELPING  
NATURAL BRANDS GROW



Mary Tarczynski, Principal, Client Solutions Lead | mary@parabolicagency.com | 510.220.5301

# PLANET → FWD®

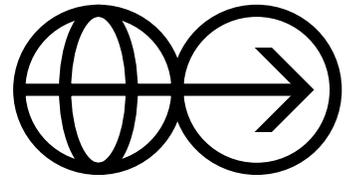
60% OF GLOBAL EMISSIONS COME FROM CONSUMER PRODUCTS. TOGETHER, WE CAN TACKLE THAT.

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JOIN THESE BRANDS ON THE PATH TO NET ZERO.

just salad



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## PROPELLER INDUSTRIES

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### SERVICE OFFERINGS



FINANCIAL STRATEGY



SYSTEMS & OPERATIONS



FINANCIAL REPORTING



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TRADE SPEND SERVICES

### FEATURED CPG CLIENTS



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2021

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**10x**

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**STRONGER**  
**32**

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**FASTER**  
**99%**

Actual avg. annualized gross investor returns of 9 exits

Contact Us:  
Business Owners +  
Executives + Advisors

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VP, Relationship Manager  
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## Our Naturally Bay Area Team



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## Insight and experience for all of your legal needs



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### SALES TALENT SOLUTIONS

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## Take your brand to the next level

When you feel it's time to unlock the full potential of your brand and business, Trinity is a small(ish) brand strategy, design and retail activation firm that's been helping big brands – and brands with big plans – win for nearly 20 years.

Remember, every touchpoint represents the investment you're making in your brand... please reach out and we can help ensure you're leveraging each opportunity.

# Trinity

BRAND GROUP

[matthew.youngblood@trinitybrandgroup.com](mailto:matthew.youngblood@trinitybrandgroup.com)

[www.trinitybrandgroup.com](http://www.trinitybrandgroup.com)

Trinity has been a proud sponsor of Naturally Bay Area since day one.



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