

## **Saffron Road Parent Acquires Mediterranean Snack Foods**

American Halal Co., Inc., parent company of Saffron Road, has acquired Mediterranean Snack Foods Co., L.L.C. Financial terms of the transaction were not disclosed.

Mediterranean Snack Foods – also known as Med Snacks - is a leading lentil snack brand in the United States that offers more than 50 lentil and legume based chips, crackers and vegetable snacks. Its Baked Lentil Chips, Lentil Crackers, Hummus Crackers, Bean Stalks Snacks and other products are distributed in 20,000 stores across the United States.

Adnan Durrani, chief executive officer of American Halal, said he thinks Med Snacks' distinctive product offerings will be a natural fit for the Saffron Road brand, which produces such products as non-bioengineered frozen entrees, organic snacks and non-G.M.O. sauces. The company plans to extend the Med Snacks line under the Saffron Road brand.

“Med Snacks and Saffron Road are very complementary as well as synergistic given both our consumers and demographics sweet spots are at the center of the massive U.S. trends for healthy snacking of foods that are gluten-free, Non-G.M.O. Project Verified, high in protein and fiber, clean labeled, and calorically smart,” Mr. Durrani said. “This tuck in rollup is the next chapter in American Halal’s tremendous growth, which we intend to successfully leverage into Saffron Road’s stellar brand value and success at multiple levels of in-store placement, distribution channels, and trade. We are now well on our way in establishing Saffron Road as a national platform brand in the \$60 billion natural and alternative snack food sectors.”

Vincent James, CEO of Mediterranean Snack Foods Company, who will now be Senior Vice President and General Manager of Saffron Road’s Snack Division, commented by saying, “we are excited to be part of the American Halal Company/Saffron Road Team and this acquisition leverages the Mediterranean Snacks brand to the next level in plant-based protein snack foods.”