



Granary Announces First Investment: Scrubbys Vegetable Crisps

Granary Investment Partners have invested in Scrubbys Foods Ltd, the new and innovative healthy snacking brand seen in the new series of Dragon's Den. Granary has been in discussions with Scrubbys for some months and will take a significant minority stake in the business.

Scrubbys, founded by John and Claire Brumby, is a fast-growing vegetable crisp brand which was voted a Cool Brand in 2013. Current sales are through top end retailers such as Harrods and Planet Organic but the Scrubbys range has recently been listed in both Ocado and Waitrose.

Scrubbys Vegetable Crisps are available in 2 varieties and 2 bag sizes. What made them appeal to Granary?

- They are scrubbed-not-peeled (hence the name) and sliced not reconstituted
- They are produced through a unique, patented process which delivers a vegetable crisp with the lowest fat content to be found in the UK
- They are also gluten free and have no additives
- Scrubbys Vegetable Crisps have won a Great Taste Award and are noticeably better, and have much better health credentials than the rest of the products in this market

Granary is run by experienced food industry professionals. Granary invests in, and works with, emerging food and drink businesses. Paul Simmonds, Granary's founder will become Chairman of Scrubbys Foods Ltd and will work alongside John and Claire to help them build the business.

John and Claire Brumby, Scrubbys Foods founders said

"We are delighted with this progress; Granary has a fantastic team and we are very much looking forward to working with them. We are very ambitious and have big future plans for continued growth, expansion and innovation. This will assist in accelerating our vision of building the SCRUBBYS brand and add value to the healthier snacking category, our immediate aim is to increase our market share and become the leading brand in vegetable and fruit snacking in the UK"

Paul Simmonds, Granary Investment Partners Chairman said

"The Granary team and I are looking forward to working with John and Claire to help them grow the Scrubbys brand. This is Granary's first investment in a young, up and coming business, and we believe it has real potential. It's exactly the kind of business we were hoping to be able to participate in when we set up Granary - the food tastes fantastic and has great health credentials at the same time."

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