

## Introducing LÄRABAR

### Production of LÄRABAR Fruit & Nut Bars joining the General Mills' Belvidere Product Portfolio

#### General Mills' Belvidere, IL Facility

- History: General Mills acquired the Belvidere, IL facility with the acquisition of Pillsbury in 2001.
- Plant Manager: Jean Loesch
- Employs 530 people
- Produces General Mills' brands including Nature Valley, Fiber One, and General Mills cereals made for our Convenience & Foodservice business
- Community: The General Mills' Belvidere plant has donated more than \$1 million to the local community over the last 5 years. Employees regularly volunteer for organizations such as: Northern Illinois Food Bank, Adopt-a-Highway, Salvation Army and Second Harvest Heartland.

#### Introduction of LÄRABAR at Belvidere Facility

- Hiring 75 jobs starting in May 2018
- Job Creation: Up to 90 jobs created over the next two years
- Construction will be completed by October 2018. Production will begin in November of 2018.

#### Get to Know LÄRABAR. Food Made From Food.™

- LÄRABAR®, the Original Fruit & Nut Bar™, is a delicious gluten free blend of unsweetened fruits, nuts, and spices.
- Made from whole food, each indulgent flavor contains no more than 9 ingredients.
- <https://www.larabar.com/>

#### General Mills & LÄRABAR

- LÄRABAR joined the General Mills' product portfolio family in 2008.
- As reported in General Mills' Q3 earnings (March 21, 2018):
  - o The U.S. snacks business posted 3% net sales growth, driven by Nature Valley, LÄRABAR and fruit snacks.
  - o U.S. retail sales for LÄRABAR are up 30 percent this year.

#### About General Mills

General Mills is a leading global food company that serves the world by making food people love. Its brands include Cheerios, Annie's, Yoplait, Nature Valley, Häagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki, Blue and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2017 consolidated net sales of US \$15.6 billion, as well as another US \$1.0 billion from its proportionate share of joint-venture net sales.