



FACT SHEET

LAUNCH DATE: February 2011

CORPORATE ADDRESS: 2325 3rd St.
Suite 226
San Francisco CA 94107

PHONE: 888-668-7728

WEB SITE: www.jackandjasons.com

PARENT COMPANY: Harvis Enterprises Ltd.

OWNERS: Jack Harper & Jason Jarvis

EMPLOYEES: Three full-time and two part-time

ABOUT: Jack & Jason's Pancakes & Waffles (JJP&W) is a new gourmet brand of pancake mix that is healthy and delicious. JJP&W is sure to please even the most discerning pancake lover and bring back some excitement to the start of each day. Each JJP&W mix is made with organic, unprocessed, all-natural ingredients including un-enriched whole wheat flour, oatmeal and real fruit. JJP&W is committed to consistently creating wholesome products with purity in flavor that you can taste.

FLAVORS: Original
Blueberry
Banana Walnut
Double Chocolate
Pumpkin Spice

MANUFACTURING: Jack & Jason's Pancakes & Waffles is a minority-owned business and works with locally-based Giusto's to manufacture its mixes.

PRICING: Mixes are marked for retail sale at \$6.99 for Original, Double Chocolate, Banana Walnut and Pumpkin Spice and \$7.99 for Blueberry.

AVAILABLE: Jack & Jason's Pancake & Waffle mix is currently available in the following San Francisco markets and online at www.jackandjasons.com:

- Buffalo Whole Foods
- Canyon Market
- Falletti Foods
- Fenway Market
- Harvest Urban Market
- Harvest Village Market
- Le Beau Nob Hill's Finest Market
- Marina Supermarket
- Real Foods Co.
- Village Market

PACKAGING: All boxes for JJP&W are made with recycled material.

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