



KeHE[®] CARE[®]

TRADE

2025 PARTNERS

Click on the logo's below to watch a video on each brand

MISSION: Identify & promote brands that advance a higher purpose than commercial success and are aligned with KeHE's dedication to serving.

**PURPLESFUL
SNACKING**



SimplyProtein[®]

amäzi



**MACHU
PICCHU**
Feel Good. Do Good.



CLEANLOGIC[®]



For more information visit kehe.com/caretrade



KeHE CARE Trade® 2025 PARTNERS:



Evo Hemp is a pioneering brand in the hemp-based food and wellness industry, dedicated to creating nutritious and sustainable products. Founded with a mission to support BIPOC (Black, Indigenous, People of Color) communities, Evo Hemp partners with Black and Indigenous farmers to cultivate hemp while promoting economic growth and environmental sustainability. The brand offers a range of hemp-based products, including protein bars, oils, and supplements, designed to enhance health and wellness. Evo Hemp stands out for its commitment to clean, plant-based ingredients and its focus on accessibility, making hemp a staple in everyday nutrition for health-conscious consumers.



PURPLEsFUL Snacking is a woman owned company that uses ancient grain, non-GMO, sustainably sourced Purple corn to deliver the best tasting and healthiest popcorn on the market. Purple corn has seven times the antioxidants, 25% more fiber and 20% more essential amino acids than yellow corn, and it creates a popcorn with a delicious 'silky' and 'creamy' texture. On top of all that, we give back 25% of our profits to kids charities, having donated over \$50,000 since we launched in 2022.



SimplyProtein creates approachable nutritious, plant-based snacks to fuel your lifestyle. We believe that simple ingredients and quality plant-based protein are a game-changer and should be accessible to everyone in their wellness journey. From Crispy bars to our NEW Restaurant-Style Tortilla chips and family-friendly Dipped bars, our snacks are packed with high protein, low sugar, no artificial sweeteners and zero nonsense—plus they're gluten-free. We believe there's a healthier way to nourish people while hurting the planet less, and as a B-Corp certified brand, we're all about making snacking good for you and good for the planet.



Amazi is on a mission to help you Snack on Purpose with their 100% made-in-Uganda tropical fruit snacks. Going a step beyond ethical sourcing with their 3-ingredient snacks, they partner with farmers and businesses in Uganda through a vertically integrated supply chain to produce right at the source. Supporting market access, supporting fair wages, job creation, and paying farmers up to 67% above market price with every bite you take!



Best Bodies for Life is on a mission to make a lasting impact while providing a clean, simple, and FUNCTIONal approach to nutrition and supplementation. Each of our products is uniquely formulated with a full shot of apple cider vinegar, prebiotics, and enzymes, offering more than just nutrition—they're designed to enhance digestion, support gut health, and boost overall wellness. And with every purchase, a portion of our profits helps sponsor children in need. As you invest in your health, you're also contributing to our mission and ministry, making a difference in someone else's life. By sowing into your body, you help impact somebody!



At Cleanlogic, our brand purpose is to inspire all to achieve independence and success. We hope to do that in many ways: by making really good products, by really good people, that get you really clean. Cleanlogic is a massage bath and skin care accessories brand that is disrupting the category through their innovative exfoliating products. We deliver signature fabrics through function-driven design that delivers different levels of exfoliation for all skin types. As a purpose-driven brand, every purchase supports the employment of disabled Americans. Cleanlogic is a minority-owned company.



Machu Picchu Energy's dream is to bring 'Feel Good, Do Good' energy through outdoor inspiration and improving the lives of vulnerable children. In the US, Machu Picchu partners with A Walk on Water, an organization that provides surf therapy to children with unique needs and their families. In addition, they helped develop a video-based curriculum for a beverage-based entrepreneurship program in US public schools in partnership with NAF. Machu Picchu is equally committed to growing with Latin American non-profit partners Alto Peru and Favela Radical to empower children in urban slums through education as well as communal activities. Lastly, they work with UNESCO Peru, providing support to Machu Picchu itself and other cultural landmarks.



The Tacombi Community Kitchen works to advance Mexican communities through food accessibility, education and employment. Since 2020 we have distributed quality, reliable Mexican meals containing Vista Hermosa products to local communities facing food insecurity. Currently we distribute 10,000 meals per week through 43 different community partners across all markets where our Tacombi Taquerias are located. To date we have donated over 1,000,000 total meals. As Tacombi opens taquerias in new cities, we are committed to growing this nonprofit initiative for the long term.



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