



# KeHE<sup>®</sup> CARE<sup>®</sup>

## TRADE

### 2026 PARTNERS

Click on the logos below to learn more about each brand

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



Enjoy Candles. Do Good.



For more information visit [kehe.com/caretrade](https://kehe.com/caretrade)



# KeHE CARE Trade® 2026 PARTNERS:



Calyan Wax Co. exists to fund the fight against human trafficking through home fragrance. Founded in 2017, we craft high-quality home fragrance products that elevate everyday spaces while supporting a greater purpose. With every purchase, we donate 5% of profits to trusted nonprofits fighting trafficking in the U.S. To date, we've given over \$755,000 to this mission. Our candles are made with 100% soy wax and non-toxic fragrances for peace of mind in your home. At Calyan, lighting a candle means more than scent—it means standing for freedom, dignity, and hope. Together, we bring light to a dark world.



Cultured Kombucha Co crafts authentic kombucha the way it's meant to be—alive, organic, and full of flavor that fuels your body and your purpose. Every sip is brewed through true traditional fermentation, delivering benefits that taste as good as they feel. Certified Women-Owned and Certified Organic, we proudly give back 1% to end human trafficking—because impact matters. Join us in choosing better flavor, real benefits, and a future worth raising a glass to.



Love&Cookies is a woman-owned, mission-driven brand sharing joy through gourmet frozen cookie dough. Made with clean ingredients like real butter, pasture-raised eggs, and fair-trade chocolate, our dough bakes into warm, bakery-style cookies in minutes. Free from seed oils, preservatives, and artificial dyes, we show that convenience doesn't mean giving up quality. Found in Sprouts, H-E-B, and other retailers, we're proud to grow while giving back. Inspired by our founder's son's journey with Kawasaki Disease, a rare illness and leading cause of acquired heart disease in kids, every bag sold supports the Kawasaki Kids Foundation, funding research and helping families.



At Ernie Els Pet Products, we've combined high-quality pet treats with a meaningful cause to positively impact both pets and people. All our product are produced with the highest quality ingredients we can find, never using anything artificial. Through our direct relationship with the Els for Autism Foundation®, we raise awareness of autism and provide financial support through both direct and indirect donations. Each of our all-natural, limited-ingredient treats—some made with a single source of protein, we offer a tasty reward that pets love, while giving consumers the opportunity to donate directly to the foundation without any administrative deductions.



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. PURPLEsFUL Popcorn—Purple Popcorn with a Purpose



Crunchy! Craveable! Protein that packs a punch! The SimplyProtein® brand believes snacks should be seriously tasty and do some serious good. We're a better-for-you snack brand with a big mission: nourish people like family, support communities like friends, and care for the planet like it's our backyard. We're also a proud Certified B Corporation, and we're raising the bar by committing to donate 1,000,000 protein snacks across North America to help fight hunger and support those in need. So go ahead, snack happy and power up, because SimplyProtein® means simple ingredients, simply delicious, and simply good for everyone.