



## KNOW BRAINER FOODS DEBUTS AT EXPO WEST, NAMED NEXTY FINALIST

*Visit Know Brainer in Booth #9614, at Natural Products Expo West in  
Anaheim, CA, March 10-12, 2017*

### FOR IMMEDIATE RELEASE

**Boulder, CO (February 24, 2017)** – Know Brainer Foods today announces both its debut at Natural Products Expo West in Anaheim, CA and being named a [NEXTY Finalist](#).

"We are eager to showcase our revolutionary line of creamers at Expo West, and to compete for a NEXTY Award," said Know Brainer founder Shari Leidich. "Just being named a NEXTY finalist is a huge honor."

New Hope Network's editors and judges found Know Brainer's pursuit of innovation, integrity and excellence worthy of competition in the NEXTY Awards, one of only 72 finalists out of an initial pool of 720 products. The Awards ceremony is held during the Expo West conference.



Know Brainer will be sampling its entire line of "thinker's creamers," portion-controlled creamers crafted from organic grass-fed clarified butter and non-GMO MCT oil, a medium chain triglycerides oil that boasts health benefits including improved cognitive function and weight management. The creamers turn cups of coffee into butter coffee, only without the mess and time commitment. But they aren't exclusive to coffee — Know Brainer creamers are fantastic with tea and other hot beverages as well.



In addition to its signature creamers, Know Brainer also will be sampling its new line of instant products: Matcha, Chai, Mocha and Plain Coffee. With similar attributes to the thinker's creamers, each of the instant varieties contains organic grass-fed clarified butter and non-GMO MCT oil.

All of the products provide sustained energy for the mind and body and support ketosis, an essential metabolic process often lacking in our daily regimen.

After being diagnosed with multiple sclerosis 15 years

ago, Know Brainer founder Shari Leidich launched a quest to heal herself through food, and started the company Two Moms in the Raw, the first raw-food bar in the crowded bar marketplace. She launched Know Brainer Foods for the same reason.

“The more I learn that the food we put in our bodies affects more than just our weight, the more I recognize the need for food to be medicine,” said Leidich. “For nearly 20 years now, I have been on the front lines researching and innovating food products that are functional.”

Enthusiasm for Know Brainer began immediately after launching, when just a month after its first sale Know Brainer won the People’s Choice Award for Best of Show at [Coffee Fest](#), the country’s largest coffee trade show.

The gluten-free, non-GMO and kosher thinker’s creamers come in four flavors: French Vanilla, Hazelnut, Mocha and Original. The Instant line is available in Matcha, Chai, Mocha and Plain Coffee. None of the products contain sugar or artificial flavors, and all are available as lactose and casein free. All have a manufacturer’s suggested retail price of \$1.99 per unit.

**The thinker’s creamer** can be found in Whole Foods Markets in Colorado, Wyoming and Idaho, and soon in 140 Natural Grocers supermarkets. It also can be found in Lucky’s and Alfalfa’s markets in Boulder and Longmont.

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### **About Know Brainer Foods**

Founded by Shari Leidich in late 2016, Know Brainer Foods ([www.myknowbrainer.com](http://www.myknowbrainer.com)), is devoted to producing the most innovative brain and body healthy products in the natural foods marketplace. Creamers, instant drinks and chocolates contain MCT oil and grassfed organic clarified butter. Three of the products are also available as lactose and casein free. All products are gluten-free, non-GMO and Kosher.

For more information, visit [www.myknowbrainer.com](http://www.myknowbrainer.com)

Get in touch by telephone, 303-475-0456; or email, [sales@myknowbrainer.com](mailto:sales@myknowbrainer.com). Follow Know Brainer, the thinker’s creamer, on Facebook at <https://www.facebook.com/knowbrainerthethinkerscreamer>, on Instagram at <https://www.instagram.com/itsaknowbrainer/>, and Twitter at <https://twitter.com/myknowbrainer>

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