



CANADA'S LEADING PRODUCER OF 100% ORGANIC AND GLUTEN-FREE SNACKS

PRANA obtains B-Corporation certification, awarded to companies that meet rigorous standards of social and environmental performance, accountability and transparency.

Montreal, July 14th, 2016 – PRANA, a Quebec company founded in 2005 by the husband and wife team of Marie-Josée Richer and Alon Farber that offers certified organic, vegan, gluten-free, preservative-free and gmo-free snacks, is now one of the few Canadian companies to have attained B-Corporation certification. As such, PRANA joins a new global movement of people using business to positively change the way things are done, with a mission to promote wholesome living through good nourishment.

PRANA: a business model as responsible as its snacks

Driven by a true desire to change the world and to contribute to pushing food supply boundaries on a major scale, the co-founders support their values with concrete actions by offering a socially and ecologically responsible business model. As a result, PRANA was awarded the certification and thus aligns its progressive and unconventional approach with that of B-Corporation with regards to social sustainability, accountability, environmental commitment and transparency to the public.

B-Corp, for a global vision

B-Corp certified since May 2015, PRANA looks to develop a code of ethics based on transparency and continuous improvement. In accordance with certification requirements, the company has since fixed social objectives, as much with regards to communicating company values and its mission as to its choice of partners or environmental involvement. Furthermore, PRANA is committed to evaluating the environmental impact of its activities and products by 2017, a rarity in the Canadian food industry! The company also wishes to establish a code of ethics with its suppliers in order to set specific targets for them to achieve, in addition to developing employee volunteer and well-being programs.



A culture of innovation

"In a continuous effort to inspire and dare, we use our business as a motor for change that is socially and environmentally responsible. We innovate, produce and provide the best food possible through simplicity, ingenuity and integrity," proudly states Ms. Richer. PRANA products are extremely accessible as they can be found in all major chains (Costco, Loblaws, Metro, Winners) and pharmacies as well as in natural food stores and online in bulk. In constant contact with its customers, PRANA, for whom innovation can be defined in four key words (affordable, simple, quality, sustainable), is ultimately after only one thing: to bring people together and promote exchanges over a wholesome meal, cooked together as a family or with friends, in harmony with Mother Nature.

About PRANA

Born in 2005 out of a love of food and a belief that food can fuel an appetite for life, PRANA innovates, produces and provides high-quality organic snacks. Now with a staff of over 70 employees, the company takes pride in offering their customers fresh and flavourful high-quality products that have been inspired by different traditions from around the globe. PRANA offers a wholesome range of products, including nuts, seeds, dried fruits, trail mixes, snacks and superfoods.

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Source:
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