

News

Foster Garvey Advises Planting Hope in Acquisition of Alternative Rice Brand RightRice from Betterer Foods, Inc.

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Foster Garvey is pleased to have represented cutting-edge plant-based food and beverage company Planting Hope Company Inc. ("Planting Hope") in its all-cash asset acquisition of industry-leading alternative rice brand RightRice® from Betterer Foods, Inc.

RightRice® is a shelf-stable vegetable grain that is a blend of more than 90 percent vegetables and provides complete plant-based protein. The transaction expands Planting Hope's product platform into the global rice category and will drive strategic growth opportunities and operating efficiencies across its plant-based and planet-friendly food and beverage portfolio.

Planting Hope develops, launches and scales uniquely innovative plant-based and planet-friendly food and beverage brands. Planting Hope's award-winning and cutting-edge products fill key unmet needs in the skyrocketing plant-based food and beverage space. Founded by experienced food industry entrepreneurs, Planting Hope is a women-managed and woman-led company with a focus on nutrition, sustainability and diversity. For more information visit: www.plantinghopecompany.com.

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