

a timeline of KIND®

2004



Daniel Lubetzky launches KIND as not-only-for-profit company; **KIND® Fruit & Nut bars** appear on shelves for the first time, creating a new category

2008



KIND® PLUS, made from whole nuts and fruit with an added boost of something extra, is introduced



KIND launches first iteration of "black cards" to inspire people to initiate chains of kindness

2011



KIND Healthy Grains® clusters are launched, marking KIND's first entry into the granola category

2012



KIND® Nuts & Spices, boasting 5g of sugar or less and no artificial sweeteners or sugar alcohols, is launched

2013



KIND Healthy Grains® bars are launched as the first chewy with a crunch offering in the granola bar category



KIND Causes program is launched and starts awarding \$10K monthly grants to socially-impactful causes

2014



STRONG & KIND® is launched as the first savory offering in the healthy snack bar category

2015



Lubetzky shares KIND's ten tenets, including empathy, transparency and ownership, in bestselling book

1,000,000 kind acts

The brand's social mission, the KIND Movement, hits milestone of 1M kind acts inspired



KIND® Breakfast line, providing sustained energy from whole grains, is launched



KIND empowers everyone to spot kindness with new digital #kindawesome cards, available at howkindofyou.com



The KIND Foundation is established to foster kinder and more empathetic communities

2016



Pressed by KIND™, made from 5 ingredients or less (only fruit & veggies or fruit & chia) with no sugar added, is introduced



KIND becomes the first national snack brand to publish the added sugar content across its portfolio



The Foundation's **KIND People** program awards \$1.1MM to 7 individuals transforming their communities through kindness