

## COMPANY BACKGROUNDER

Baji's is a brand from Passion Foods, Inc., a Sudbury, Massachusetts based producer of natural food products. Passion Foods was founded in 2006 by Paul Jaggi, former founder and CEO of Ethnic Gourmet Foods. Jaggi launched Passion Foods and the Baji's brand with the goal of bringing unique world flavors to convenient, familiar products.

"Baji" (BAH-jee) means "mother" in Hindi and is a respectful term of endearment in many parts of India. That's how Jaggi lovingly called his mother, and the brand pays homage to her and her passion for preparing healthy, delicious food. Jaggi and his eleven siblings grew up under one small roof in Northern India. Even in the most difficult and chaotic of times, he remembers his mother singing while soaking lentils and laughing while grinding spices in their hot, small kitchen.

Baji's products are all-natural, vegetarian, and made without artificial colors, flavors or preservatives. While not all Baji's products will be Asian inspired, Indian-style papadums, or fava bean chips, are the first product under the Baji's brand. While Baji's papadums may look similar to traditional chips, they are healthier and come in four unique flavors: Tangy Cilantro, Traditional Tandoori, Mango Chutney and Creamy Yogurt & Dill. Baji's papadums contain no trans fat, no cholesterol, and all but Creamy Yogurt & Dill are wheat- and gluten-free. Mango Chutney is vegan. Made with fava bean flour, Baji's papadums have twice the protein of other salty snacks, and 50% less fat than traditional potato chips. Baji's papadums are currently available nationwide in Whole Foods Markets and Wild Oats Markets.

In keeping with Jaggi's mother's spirit, Baji's donates a portion of sales to charities that focus on the education and nutrition of underprivileged children in Third World countries. For more information, please visit [www.bajispassion.com](http://www.bajispassion.com).

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