

The Good Crisp announces investment to fuel 2019 expansion

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The Good Crisp Company, a brand of guilt free stacked chips, today announced the closing of a new round of financing from CircleUp Growth Partners, a leading venture fund for innovative early-stage consumer brands.

The infusion of capital will be used to scale the team, increase brand awareness and continue to grow distribution.

Matt Parry, CEO of The Good Crisp Company said, “2018 was a remarkable year for The Good Crisp Company. We have always focused on developing great tasting snacks for kids and adults, and we’re extremely proud to have never sacrificed on quality and ingredients. Our growth over the past year and this new partnership with CircleUp Growth Partners underscores how strongly The Good Crisp is resonating with consumers. We’re excited to continue this journey into 2019 and introduce even more consumers to The Good Crisp Company.”

Patrick Robinson, Partner at CircleUp Growth Partners said, “The Good Crisp Company’s strong growth within the category immediately jumped out in Helio and as we dug in more closely, we identified their commitment to clean, high-quality ingredients as a key driver of success. By listening to changing consumer tastes and providing a fundamentally better-for-you option to an everyday favorite, The Good Crisp Company truly stands out.”

This round of financing comes on the heels of a breakout year for The Good Crisp Company. Since first shipping nationwide in January 2017, The Good Crisp Company has consistently grown its distribution and expects to quadruple sales in 2019.