PRESS RELEASE

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37 OAKS LAUNCHES WHOLESALE FOOD COHORT PROGRAM WITH NORMAN DISTRIBUTION!!

37 Oaks' is a consulting company that educates and prepares women and minority business owners for diverse growth. We have partnered with Norman Distribution, a full-service DSD distribution company specializing in "Better-for-you" snack, beverage & grocery products to launch the Scaling Up!! Wholesale Food Cohort. This intense 6 week program educates & prepares Chicago small businesses for growth through Norman Distribution and similar wholesale outlets.

"37 Oaks knows that our small scale, women & minority owned businesses have immense talent. We work with them everyday." says Terrand Smith, Founder & CEO of 37 Oaks. "What they need in order to become the next mid to large scale business is the right education; 1:1 coaching and an opportunity. 37 Oaks has the curriculum & coaching covered and Norman Distribution is providing the opportunity."

This Scaling Up!! Wholesale Food Cohort includes a 37 Oaks University curriculum with courses ranging from wholesaling and distribution partners to budgeting and retail math. Business owners will also be supported with 1:1 coaching sessions by subject matter experts within 37 Oaks' network.

In mid-October, these growing food businesses will be adequately prepared to meet with Norman Distribution Buyers to pitch their products for distribution.

"I am participating in this Scaling Up cohort, because it gives me the opportunity to take my business to the next level. This will not only open doors for Hines Brines at Norman Distribution, but it will allow me to be successful in other distributor outlets once my time with the cohort is complete."

- Sam Hines, Owner of Hines Brines

The 37 Oaks & Norman Distribution partnership is not new. We have been working together for months to strengthen and revitalize our Chicagoland communities through local commerce, a mission that both organizations are dedicated to. We both understand the "Power of Local' and know that when small businesses grow, so do our neighborhoods.

"Norman Distribution is pleased to partner with Terrand Smith & 37 Oaks. Our foundation & history has been built off of helping small brands scale in the CPG industry. We're beyond grateful to Terrand for choosing Norman to be a partner in this program, and we're genuinely excited to assist in the development of these entrepreneurs and their brands."

- Ryan Meczyk, Founder/President of Norman Distribution.

The first 37 Oaks & Norman Distribution collaboration was the Scaling Up!! Wholesale Virtual Panel Discussion in June, with close to 50 small food businesses that provided a first hand look into wholesaling. This event was moderated by Terrand Smit and included a 3-person panel of the Norman Distribution team. We discussed topics such as understanding wholesaler expectations; cost and pricing structures; logistics and retailer marketing. Audience questions were answered & the event was wrapped up with a virtual tour of their warehouse.

We are now excited to launch the Scaling Up!! Wholesale Food Cohort that helps small businesses apply this education to growing and scaling. We look forward to continuing

to build this partnership to support emerging women and minority owned food businesses.

Learn more about 37 Oaks and our 37 Oaks University platform at 37oaks.com.
Contact us info@37oaks.com if you are interested in bringing a similar program to your community.