

Exciting News!

Little River Holdings is partnering with ARKK Food CO. and the Wahlburgers brand to bring you a new, innovative burger alternative! A **"FLEX BLEND"** is in the works targeted to meet the growing popularity of the flexitarian diet. The partnership is currently working on packaging and production, with an anticipated release to your local Family Fare, D&W and Martin's in May of 2022.

A promotional graphic for 'Flex Blend Beef & Plant-based Patties'. It features three people in green shirts and black aprons with a white 'W' logo. A woman in the center is wearing a white chef's coat and a grey cap. To the left is a box of the product, which is red and black with the Wahlburgers logo and text: 'FLEX BLEND BEEF AND PLANT-BASED PATTY', '40% LESS FAT 20% FEWER CALORIES', 'BURGER PATTIES', and 'wahlburgers'.

FLEX BLEND

FLEX BLEND BEEF & PLANT-BASED PATTIES

High-quality burgers that meet consumers' demands for healthier, plant-based products

Unique in the market, Flex Blend Beef & Plant-based Patties are made with our proprietary signature blend of Chuck, Brisket and Short Rib plus cherries sourced from Michigan's prized specialty crops! It's a recipe that reduces fat content by 40%, calories by 29% and cholesterol by 24% compared with our all-beef burgers.

"The prioritization of health and wellness has fueled interest in...products made with a blend of meat and plant-based ingredients." - Source: 210 Analytics