



Contact: John McIsaac  
503-481-9621 (West Coast)  
[john@mcisaacpr.com](mailto:john@mcisaacpr.com)

## **Fig Food Named a Finalist in the NEXT Accelerator Natural Products Pitch-Slam Competition**

### ***Winners to Be Announced at Natural Products Expo East***

**New York, NY, September 17, 2014** – [Fig Food Company](#) announced today that it will compete as a finalist in the NEXT Accelerator Natural Products Pitch-Slam competition, according to Fig Food founder Joel Henry.

Pitch-Slam is a fun, fast-paced event that lets entrepreneurs pitch their natural product ideas to a panel of four leading natural products investors and branding experts and receive immediate feedback on their businesses.

Fig Food is one of three finalists that will participate today in the Pitch-Slam competition at Natural Products Expo East in Baltimore, MD.

“I am hoping ‘slam’ refers to the pace, not the competition!” Henry said. “And I appreciate New Hope actively engaging and giving visibility to mission-driven food companies looking to positively affect the food we eat. I also look forward to learning from my colleagues both in the competition and the [NEXT Accelerator Training Camp](#) that precedes it.”

The New York City-based company offers 100% plant-based, organic, kosher, ready-to-eat soups and beans made with real food with ingredients sourced from farms throughout North America and packaged in BPA-free pouches. Fig Food actively addresses three vital and controversial issues faced in America: health care, reducing dependence on fossil fuel and reducing greenhouse gases.

“The quality of the entries was very high, which resulted in a compelling group of finalists,” said Diana Mercer, NEXT Accelerator Community Manager, New Hope Natural Media. “These companies represent the on-going innovation in our industry and the next-generation of successful brands. We wish them the best of luck when they compete on-site at Natural Products Expo East.”

Pitch-Slam is part of New Hope Natural Media’s [NEXT Accelerator](#), a free online community

that provides natural product entrepreneurs with the year-round insights, tools, mentorship, and access to service providers needed to launch new products and grow their businesses. To join NEXT Accelerator for free, visit [www.nextaccelerator.com](http://www.nextaccelerator.com).

All Fig Food products are Certified Organic by [Oregon Tilth](#) and Kosher by [Natural Food Certifiers](#), and Certified Vegan by [Vegan Action](#). Named after the first domesticated crop in history, Fig Food celebrates the first organic farmer with 100% plant-based recipes made with only fresh, organic ingredients. Fig Food Co. is a [B Corporation](#), certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. Founder Joel Henry created Fig Food after more than 20 years experience in the food and beverage industry, including operational and strategic leadership roles at the Campbell Soup Company, Kraft Foods and Warner-Lambert.

### **About New Hope Natural Media**

New Hope Natural Media is the leading media resource and information provider for the natural, organic and healthy products industry, with print, in-person/event, and e-business products and services.

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Heather Smith  
New Hope Natural Media  
(303) 998-9232  
[hsmith@newhope.com](mailto:hsmith@newhope.com)