



Purple Carrot Secures \$5 Million in Funding from WindSail Capital

New Financing Accelerates Meal Kit Company's Expansion to Make Plant-Based Eating Mainstream

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BOSTON--(BUSINESS WIRE)--Purple Carrot, the first whole food, plant-based meal kit delivery service, today announces that it has secured \$5 million in debt financing from WindSail Capital, a Boston-based investment firm focused on energy innovation and sustainability. With the new financing, the company will be able to increase consumer awareness for the brand and continue to lead the discussion regarding the value of a plant-based diet for health and environmental reasons. Last year, Purple Carrot raised \$3.8 million in seed capital from investors including New Crop Capital, Stray Dog Capital, Mario Batali and others.

We started Purple Carrot to help people cook delicious plant-based meals that were not only good for them, but also good for the environment. We've made incredible progress so far, and with this new round of funding from WindSail Capital, we will be able to make an even greater impact," said Andy Levitt, founder and CEO of Purple Carrot.

"Andy and his team at Purple Carrot have achieved impressive growth over the last 18 months. We see tremendous potential in the Purple Carrot model and are looking forward to this new partnership," said Michael Rand, Managing Director of WindSail Capital.

To make plant-based eating even more accessible, Purple Carrot will be working with a number of culinary experts in the coming months as the company unveils a new Guest Chef series. The program will feature notable chefs and influencers who will create customized plant-based recipes that will be incorporated in Purple Carrot's weekly menu offerings.

For more information on Purple Carrot, please visit www.thepurplecarrot.com.

About Purple Carrot

Purple Carrot, founded in 2014, is the first plant-based meal kit delivery service that makes it possible for people to simply and conveniently create delicious, plant-based meals at home. Purple Carrot sends all the fresh, pre-measured ingredients for seasonal recipes developed and tested by a world-class team of chefs to consumers who subscribe to the service. The mission-based company helps customers recognize how food, health and our environment are so closely connected. Learn more at www.thepurplecarrot.com.