



Tom Brady & TB12 Partner With Purple Carrot To Launch Plant-Based Meals Designed To Help Active Individuals Achieve And Sustain Peak Performance

New TB12 Performance Meals Will Be Gluten-Free, High In Protein

BOSTON, March 7, 2017 /PRNewswire/ -- Tom Brady and his team at TB12 today announced that they have partnered with Purple Carrot the plant-based meal kit company, to launch TB12 Performance Meals: a meal subscription service that will include fresh, pre-portioned ingredients and simple step-by-step guidance to help active individuals cook many of the same delicious meals Brady will be eating. In addition to weekly meal deliveries, subscribers will also get exclusive access to special TB12 content and to giveaways of premium merchandise, memorabilia and more.

"TB12 and Purple Carrot are two organizations that both believe in the power of plant-based eating. We're incredibly excited to be partnering with Tom and his team to introduce this new line of performance meals that are in line with the TB12 philosophy," said Andy Levitt, Purple Carrot's Founder & CEO. "Tom is one of the greatest athletes of all time, and so it's a real honor to work together to help people gain a deeper appreciation for how the food choices they make can have a direct effect on their own health and well-being."

TB12 Performance Meals are designed to maximize nutrition and total body wellness while making it easy for people to prepare distinct and nourishing meals. The gluten-free and high protein recipes are developed without any dairy, eggs, seafood, meat, and processed foods. The recipes also limit the use of soy and refined sugars adhering to the TB12 nutritional guidelines.

"The team at Purple Carrot is so aligned with the way we think about food as a key component to sustaining peak performance and maximizing overall wellness that it became a very easy decision for us to join forces," said Tom Brady, New England Patriots Quarterback and TB12 co-founder. "Eating meals just like the ones we'll send out to our customers has helped me stay at the top of my game, and it's really exciting to be able to deliver the recipes and ingredients for people to easily cook these meals at home."

TB12 Performance Meals are priced at \$78/week (\$13/plate), for 3 unique dinners serving 2 people each, and begin shipping April 3rd. Sample recipes include Crispy Turnip Cakes with Tabbouleh, White Lentil Risotto with Roasted Vegetables, and Ramen with Gingered Greens and Broccolini. For more information and to reserve your *TB12 Performance Meals*, visit <http://www.TB12performancemeals.com>.

ABOUT TB12

TB12 is Tom Brady's organization that is focused on helping active individuals of all ages and all levels achieve and sustain peak performance through a comprehensive, customizable training method that incorporates cutting-edge concepts in athletic preparation, recovery, hydration, nutrition, and cognitive fitness. Information about TB12 products and services is available at TB12sports.com, and a limited number of appointments with TB12 body coaches are available at the TB12 Center in Foxboro, MA. To keep up with the latest TB12 news, please follow TB12 on Facebook (www.facebook.com/TB12sports) and Instagram (www.instagram.com/TB12sports).

ABOUT PURPLE CARROT

Purple Carrot is the plant-based meal kit company that delivers fresh, pre-portioned ingredients and simple step-by-step guidance for people to cook distinctive, healthy, plant-based meals at home. Purple Carrot empowers people who want to consciously and easily integrate plant-based eating into their life – while not completely giving up meat, fish, and dairy – and become a Balanceatarian™.