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## MEET MIFFY JONES - THE MIX MASTER BEHIND MIFFY'S FOODS

### PROVIDING TIME-STARVED MOMS DELICIOUS AND NUTRITIOUS OPTIONS

As a stay-at-home Mum (Mom to us, Americans), Miffy Jones whipped up her first batch of marvelous muffins back in 2003. Made with organic whole wheat flour, organic oats and love, this Aussie discovered that baking and eating muffins was fun, but assembling the dry ingredients was tedious.

### IT WASN'T UNTIL 2012, HOWEVER, THAT SHE FORMALLY LAUNCHED MIFFY'S FOODS.

Bringing a healthy twist to time-starved moms, her Whole Wheat & Oat and certified Gluten Free mixes are now available at Zupan's Markets, Bob's Red Mill, Market of Choice, on-line and through other delicious retailers. In just 2.5 years, her raving fans have devoured over 180,000 muffins and are happy to continue counting.

### A PASSION FOR COOKING

As a media producer at Nike, Miffy filmed athletes such as Michael Jordan and LeBron James as they shared their passion with the world; they didn't shoot hoops to become famous – they were just compelled to do what they loved. From these superstars, she recognized the power of pursuing your passion. For Miffy, it is cooking and bringing a bite and a smile to all.

### AN ENTREPRENEUR TAKING A BITE OUT OF TRADITION

Whereas moms and kids loved her muffins, few thought she could turn it into a sustainable business. They suggested licensing or selling out to the "big boys" of the food business. But, Miffy lives for a great challenge. This believer sifted through both cookbooks and business books to ensure she could succeed.

### NEVER COMPROMISING ON QUALITY

From getting her kitchen licensed, to creating the 1st round of packaging, to using all local Bob's Red Mill products, mixing 112 bags per day and personally phoning retailers, Miffy did it her way without an ounce of compromise on quality. Her loyal tasters insisted that she keep her ingredients real. Due to demand, she has recently outsourced the blending and packaging, and has updated her branding to allow for future products.

Today, she balances motherhood with her ever-rising business. In fact, her old business alma mater, Nike World Headquarters, now serves up her muffins to 550 children at their child care centers. New flavors, and new products are always on the menu and are scheduled for launch in 2015.

Remembering her spin on The Wheel of Fortune, Miffy knows that you make your own luck: hard work and tenacity with a pinch of laughter is the secret recipe for her success.

