



# BETTER WHEY *of* LIFE®

## CORE PURPOSE

Engage people in an honest dialogue about healthier foods, so we can all eat better and ultimately live better.

Our motto is *“When You Know Better, You Eat Better”*.

## CORE VALUES

- **Highest Quality Foods:** We are committed to giving consumers delicious, all-natural, nutrient rich foods, always made from the healthiest of ingredients.
- **Artfully Designed:** Our foods, artfully designed to deliver consumers a full sensory experience, taste delicious, look fresh and inviting, and are convenient to use.
- **Passion & Perseverance:** Our team is comprised of passionate professionals driven by a desire to create a company and a movement that inspires people to make meaningful choices about how to fuel our bodies, spirits and minds.
- **Creatively Resourceful:** We know how to do more with less because we are innovative, creative and thoughtful about the world around us. Our commitment to excellence and our pathway to success is unique and not solely defined by traditional methods.
- **Authentic:** We are invigorated by open, honest and respectful interactions with our key collaborators - our team, our consumers and our customers.

Better Whey of Life® is a product of Tula Foods, Inc.