



## Bobo's Oat Bars Named Top 100 Fastest Growing Private Company in Boulder

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Bobo's Oat Bars has been recognized as one of the fastest growing companies in Boulder and Broomfield counties during the 2007-2009 fiscal years. This is no small accolade within a business community widely respected as hub and incubator for some of the smartest entrepreneurial thinking in the nation, especially when it comes to the natural products industry.

The Boulder County Business Report named Bobo's Oat Bars to its Mercury 100 list. The Mercury 100 is a who's who of the fastest growing private companies in Boulder Valley. Bobo's Oat Bars, a product of Simply Delicious LLC, is included in the top 100 companies with gross revenue under 2 million. The top five companies will be identified at a May 27 reception at the Hotel Boulderado.

Bobo's Oat Bars has grown exponentially since Beryl Stafford, CEO and President, founded the business in 2005. The company's overall sales revenues more than doubled between 2007 and the end of 2009. Stafford is tracking a similar growth trajectory into 2010. So what's the reason for the company's success, despite a down market? "We're providing the right product at the right time," says Stafford. "Consumer need for healthy convenience foods is at a premium."

Stafford has also developed an astute strategy for distribution and growth. She expanded her business gradually, going direct with her sales before transitioning to regional networks for product placement. "I did a lot of demos at grocery stores, sports events, and trade shows," says Stafford of the early days. As her company grew, she asked grocery buyers to recommend regional distributors and brokers. United Natural Foods Inc. (UNFI), a national natural product store distributor, recently picked up her product. Her bars are now found nationwide in stores such as Whole Foods, Vitamin Cottage, H-E-B, Central Market, and Nordstrom.

But the bottom line is that Bobo's Oat Bars have succeeded because they taste great and are good for you. The bars are made with non-GMO ingredients, are wheat-free and vegan, and come in ten flavors. "It's an easy grab-and-go with your coffee in the morning, and a healthy snack for kids and families," says Stafford.

For more information, contact Bobo's Oat Bars at 303 938-1977 or go to [www.bobsoatbars.com](http://www.bobsoatbars.com).