



Company Background

Dreamerz Foods champions the importance of healthy sleep and stress reduction by creating great-tasting, all-natural and efficacious products. At Dreamerz, we believe that a good night's sleep means a better day so that you can live every day with energy, creativity and passion for life.

Overview	Dreamerz Foods Inc. is the creator of a new category of all-natural products that promote healthy sleep, relaxation and stress reduction. Launching March 1 nationally, the product line consists of a soothing dairy beverage, a divine chocolate pillow and a relaxing fruit-flavored mix. Each product helps people relax and fall asleep naturally, without after-effects.
Dreamerz Mission	Dreamerz is on a mission to make healthy sleep a part of everyone's daily wellness. The company's focus is to provide all-natural, effective, great-tasting products that help people relax and sleep well so that they can look and feel their best, each and every day.
Dreamerz Story	Dreamerz was started by a group of sleep-deprived, budding entrepreneurs in San Francisco motivated to develop an all-natural solution to relieve daily tiredness. The original all-women "Dream Team" was inspired to create safe, effective all-natural products that not only would help people unwind and fall asleep, but also wake up refreshed and rejuvenated so that they could look and feel their best.
Healthy Sleep	Sleep is as important to a healthy lifestyle as diet and exercise. However, according to the National Sleep Foundation, over 70 million Americans suffer from sleep disorders. In fact, over 1/3 of Americans are so sleepy during the day that it interferes with daily activities. Since sleep deprivation affects both physical and emotional health, it is critical to make healthy sleep a key component to living a healthy lifestyle.
Dreamers Works	The Dreamerz product line delivers clinically proven ingredients that promote sleep and relaxation: melatonin, a patented low-dose of our natural sleep regulation hormone, and Lactium® or PharmaGABA that promotes relaxation and stress reduction.
Founded	Dreamerz was spun out of the Bay Area-based Brand New Brands, a food and beverage incubator, led by successful innovators William Rosenzweig of Republic of Tea and Pete Mattson of Mattson & Co in December 2006. Dreamerz Foods founder Amanda Steele leads the company as CEO.
Core Team	Amanda Steele , Co-Founder, CEO (Nestlé, Kraft) David Wooten , VP of Sales (Hawaiian Tropic, Quaker, Pepsi) Heidi Otto , Director of Marketing (Clif & Co, Starbucks) Maureen Heiden , National Accounts Director (Burt's Bees, Boca) Mike Daniel , National Accounts Director (Hawaiian Tropic, Playtex)
Investment:	Dreamerz Foods investors include Burill & Company, Prolog Ventures, Physic Ventures, Dean Foods Company and Fonterra Co-operative Group Ltd.

