

November Newsletter



www.CricketFlours.com

Getting Ready for the Holidays and a Month in Review

Cricket Flours launches new product designs and hosts a talk at the WiN Expo 2015

Over the past few weeks our team has been swamped with new store requests and orders getting ready for the holiday season – but we love it! Our Cricket Flours team is always working on new products or hosting live events, but we always strive to connect directly with our customers and those interested in entomophagy so that we can continue to bring you the products and services that you love!

Our team was invited to present at the WiN Expo in Corvallis, Oregon and give a talk about our company and also about our path

as a business for other startups and companies that were in attendance. The presentation was titled, “Cricket or Croak: 5 Free Tips/Tools to Launch Your Business” and we had a great time at the event and made a lot of great contacts. The event was a precursor to the StartUp Weekend event starting November 13-15th, 2015 and we are excited to see what companies and new products are announced at the end of the 3-day event.

While we love giving talks and performing outreach, we have been excited to continue



working on some new label designs and new products that will be launching soon through our website at www.CricketFlours.com. We can't announce all of them yet, but we are excited to announce that this Friday we packaged and shipped our first order of our Cricket Flours: 100% Pure product using the new packaging design and layout to Colorado and can't wait to hear what you think!

For those of you that were part of our small focus group over the past month, we want to say thank you and you are amazing!



New Recipes Now Live on CricketFlours.com

- Chocolate Chip Pumpkin Muffins
- Double Chocolate Cricket Crispies
- Gluten Free Banana Pancakes
- Chocolate Espresso Banana Bread
- Fresh Applesauce

Looking for new recipes to try with your recent Cricket Flours purchase? Make sure to check out our website blog throughout the month at www.CricketFlours.com/Blog or our recipes page of the website to see a full list of our online recipes at www.CricketFlours.com/Cricket-Flour-Recipes.

This past month we published some delicious new recipes we have been working on that are easy to make and such an easy way to incorporate clean protein and nutrition from our **Cricket Flours** products. We have a lot of people ask us how difficult it is to use cricket protein in recipes and dishes. However, by adding a few tablespoons to some of your favorite recipes you can add a great source of protein and essential amino acids, iron, calcium, B12, Omega-3s, Omega-6s and more!

As you will discover on our website we released recipes such as our Chocolate Chip Pumpkin Muffins, Double Chocolate Cricket Crispies, Gluten Free Banana Pancakes, Chocolate Espresso Banana Bread, and Fresh Applesauce. We will be posting even more recipes this month as

well but make sure to take a look at these new recipes and send us a photo of your recent creation or even a recipe that you would like us to try! We love trying out new recipes and always love seeing how our customers are using and experimenting with our products.

Make sure to check out our first "How To" video we created that walks you through step-by-step for how to make your own Chocolate Chip Pumpkin Muffins here: <http://www.cricketflours.com/how-to-make-pumpkin-muffins>



Make sure to check out our founders published cookbook titled, "All Cricket, No BULL..." available now on our [website](#) and on [Amazon](#) in print.



We Couldn't Have done it Without You...Literally

Cricket Flours launches new stores in Massachusetts and Oregon

Launching a new food product company might seem like a daunting task on its own, but launching one that uses crickets as the main protein source is a whole other ball game – but we love it!

Our team at **Cricket Flours** loves to develop new products such as our Cricket Instant Oatmeal, and we could not have done any of it without our loyal customers, but more importantly, people like you that are looking for sustainable and alternative sources of protein. This past month we were reminded of that once again as we had 5 new stores reach out to us asking about our new line of products.

While the stores loved our various product lines and inspiration behind our family owned company, they reached out to us after some you decided to stop in at your local stores and shops to ask them whether they carried any **Cricket Flours** products. Some of the stores

had never heard about products that use cricket protein or that it was even an option. However after some of the store's customers came to them asking about our products that they had ordered from our website or through Amazon, the stores reached out to us directly to try out our products at their store's location. It was such an amazing surprise and opportunity, and it wouldn't have been possible without you.

I wish we knew exactly who it was so we could thank you personally, but either way, thank you so much for your continued support and we can't wait to get our products into stores across the US!

Check out our products featured at one of these new stores in Massachusetts at Cornucopia Foods: <http://www.cricketflours.com/massachusetts-cricket-flours-cornucopia-foods>





www.CricketFlours.com



<http://instagram.com/cricketflour>



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Thank you once again for subscribing to our newsletter and for the continued support!

FREE 5% OFF Coupon Code for November: **KT21CG28**

Enter the coupon code above for 5% off your entire order through the month of November while shopping at

www.CricketFlours.com

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