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Findaway Adventures and Bubbletree Naturals Sign Memorandum of Understanding

Memorandum establishes cooperation related to accelerating early-stage, change-the-world consumer packaged goods companies and their founders

Jupiter, Florida, September 30, 2019 – Findaway Adventures and Bubbletree Naturals have signed a memorandum of understanding (MOU) agreement that establishes cooperation related to accelerating early-stage, purpose-driven, consumer packaged goods companies and their founders.

The agreement recognizes that as innovation in the natural products industry outpaces its conventional counterpart, startups may grow too big to continue attracting money from friends and family, yet remain too small to attract next level capital like private equity or a strategic investor.

As part of the agreement, the two organizations will collaborate to support Findaway investments and projects with the highest quality sales leadership and support within natural and specialty retail markets.

“Dane’s experience in the natural marketplace is well-known. I am so happy that he and I will be working together with his team and network to accelerate exciting, mission-oriented brands in support of natural retail,” said Robert Craven, CEO of Findaway Adventures. “All of us at Findaway couldn’t be more pleased to launch this partnership.”

Bubbletree founder and CEO Dane Halter says, “when Robert contacted me to partner with him to grow the business of mission-driven companies at natural channel stores, I couldn’t resist. Robert not only understands our marketplace, our shoppers, retailers, and values, he is also an expert in organizing companies to focus on their strengths to drive significant, consistent sales growth. I can’t wait to see what the future holds for Findaway Adventures and Bubbletree Naturals. Our team is pleased as punch to partner with Robert and the Findaway team.”

About Bubbletree Naturals



The mission of Bubbletree Naturals is to put the healthiest, most sustainable products into people's hands. Bubbletree Naturals was founded in 2009 as a response to the growing demand for brand representation at natural products stores in the southwestern United States. Since that time it has grown to include national key account management, store level manufacturer representation services, and merchandising with employees across 16 states. For more information, visit <http://bubbletreenaturals.com>.

About Findaway Adventures

Findaway Adventures brings money, strategy and retail expertise to help accelerate young, impactful, CPG companies. Led by Robert Craven, the former CEO of Garden of Life and MegaFood, with investment partners Brian Gonsalves and Chris Marantette of ecommerce solutions leader Netrush the company provides entrepreneurs with a unique set of tools and insights, including natural speciality retail connections and salesforce; omni-channel marketing approaches, resources and partnerships; and simplified strategic approaches to support brand focus.

If you would like more information on Findaway Adventures, browse findawayadventures.com or contact info@findawayadventures.com.