



## **Alden Blease, Founder**

Alden Blease was born with an entrepreneurial spirit and a passion for food. Growing up in Maine as a vegetarian and athlete, he experienced firsthand the vital functionality of a healthy diet and the drastic ways it can improve quality of life. In high school, he began studying the tangible effects of diet on the human body and the ways it can optimize performance. He used his own athletic training as a testing ground, and when he saw positive results, he was eager to share this knowledge with others. Whether he was cooking for his soccer teammates or experimenting with his own diet, food and fitness were always on Alden's mind.

When a BOSS modeling gig took him from Maine to New York City, Alden found himself among some of the city's finest vegan chefs. He jumped at the opportunity to take classes with them and strengthen his dietary expertise. The entrepreneur that he is, Alden found an immediate application for what he learned. He needed fuel to meet the demands of his long modeling shoots and high-intensity workout regimen. Armed with new vegan knowledge, he began searching for raw superfood options that were sustaining, inexpensive, and portable. He didn't find much. So he took matters into his own hands and began developing homemade energy bars with bulk ingredients from his local grocery store. In doing so, Alden discovered more than an energizing meal bridge—he discovered a purpose.

Shortly after, Alden quit modeling to study Biological Engineering at the University of Maine which is where he began to supplement his dietary and performance knowledge with scientific principles. His dedication to studying and fitness was unyielding. But with class all day and grueling 2.5 hour runs in the evening, Alden needed constant and sustained energy, something his meal plan simply couldn't provide. Fortunately, his food and fitness research had prepared him to find a solution. A trip to the local health food store provided the ingredients necessary to continue developing his energy bars, and campus took notice. After watching his friends eat unhealthy college food, Alden started selling them his vitalizing superfood dough out of a backpack. They loved the way it tasted, he loved the way it made them feel better. The Redd bar prototype, branded "Rawgasms," was born.

Demand increased, and Alden, never someone to give less than 100 percent, dropped out to put everything he had into Redd. From hand-wrapping bars in his room, to meticulously testing his first recipe, to collaborating on the sleek packaging design, Alden has never stopped perfecting his bars. Now, Redd is available nationwide in four delicious flavors: Chocolate, Peanut Butter, Oatmeal, and Mint Chocolate. The brand has taken off, but Alden isn't done yet. He's still on a mission to use research and

innovation to provide the highest quality energy products—ones with premium ingredients, clean protein, and positive energy. Ones that are uncompromising. Ones that enhance lives.

“Because, ultimately,” Alden says, “the Redd mission boils down to a single goal: to help people feel more alive.”