

NFL Legend Drew Brees Joins the ReadyWise Team



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ReadyWise announced today that NFL legend Drew Brees has officially joined the team in an exclusive multi-year partnership deal. ReadyWise is a rapidly growing food brand offering ready-to-eat meal and snacking solutions serving the Preparedness, Outdoors, and Everyday categories. Superbowl MVP and future Hall of Famer Drew Brees is the perfect partner for all three categories. With a firsthand experience with Preparedness after the multiple hurricanes and natural disasters in New Orleans, his passion for the outdoors with camping, hiking, and fishing with his family, and a family man who wants to prioritize healthy snacking and meals for his kids.

"I am excited to team up with ReadyWise, a leader in the preparedness industry," said Brees. "Prepping is growing across the country and will positively impact households, and I am proud to be at the forefront of this cultural shift in the freeze-dried food industry."

During Drew's time with the New Orleans Saints, he witnessed firsthand the devastation of multiple weather events and was part of the NFL's relief, recovery, and rebuilding efforts. He will help with and feature in marketing campaigns, developing original content that will help expand ReadyWise's leadership position in the emergency food market while accelerating growth in the outdoor recreation and everyday meals and snacks categories.

"My team and I are very excited to partner with Mr. Brees," said CEO Morten Steen-Jørgensen. He continued, "Throughout this process, we have begun to develop our vision for the future of ReadyWise to be a leading CPG brand, and we're confident that Drew's participation will enable us to accelerate our already rapid growth."

According to ReadyWise, this partnership will allow Drew Brees' fans first access to product launches, exclusive sales, and giveaway opportunities in a bid to get over a million households prepared in 2023. Along with their many retail deals, Drew will help ReadyWise with brand awareness as they continue their mission to offer shelf-stable and reliable meals to those that need them the most. Drew is also helping promote ReadyWise's biggest sales event of the year with their huge **Black Friday deals** found at **ReadyWise.com**. This is the perfect time to prepare your household with the lowest annual prices!

Tim Lawlor

tlawlor@readywise.com

About Us

About ReadyWise: ReadyWise is headquartered in Salt Lake City, UT. They are a leader in Emergency Food Supplies, Outdoor Adventure Meals, Everyday Snacking, and Dried Soups. ReadyWise manufactures freeze-dried and dehydrated meals with up to 25-year shelf life for people who want peace of mind for planned and unforeseen events. To learn more about ReadyWise and ReadyWise's products, visit <https://www.ReadyWise.com>.

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