

simple makes life sweeter



COCONUT WHISK  
BAKING CO.

# Mission

"Coconut Whisk is a premium vegan baking mix company. Our mission is to provide customers with high quality & allergen friendly baking options; while giving back to animal sanctuaries in MN."

## Whyology / Tagline

"simple  
makes  
life sweeter"

## Core Values

- inclusiveness
- community
- advocacy
- customer satisfaction
- quality ingredients
- design and branding
- results and goal achievements

## Vision

To make wholesome vegan baked goods accessible and fun while positively changing the food industry, lives of 500,000 families, and to give back to the voiceless worldwide.

## Onliness Statement

This startup is the only vegan baking mix company that has a subscription option AND charitable pledge to animal shelters, rescue organization and farm sanctuaries in MN.