TORIE & HOWARD Team Excited for New Partnership with 1% FOR THE PLANET

La Porte, Indiana, August 30, 2022: As we come upon harvest season, organic candy brand Torie & Howard is looking ahead to what's next for the future of organic farming. Thanks to a new partnership with 1% For the Planet, the future is looking a little bit brighter.

Since its founding, Torie & Howard has developed its products with the belief in mind that food tastes better when organically grown with responsible principles. This belief led the brand to seek a partnership with 1% For the Planet, which serves to fund non-profit organizations that are working to preserve our shared environment.

Torie & Howard co-founder Torie Burke speaks to the importance of this work, and the alignment she sees between the Torie & Howard brand and its new partners. “We’re really [about] inspiring well-being and improving people’s diets by providing a better-for-you candy,” Torie explains. “Treating the world a little bit better, and inspiring people to continue with organic farming and improving our planet.”

Through the 1% For the Planet non-profit network, Torie & Howard and parent company American Licorice Co. have partnered with Rodale Institute and Flanner House, two organizations both seeking to empower future young farmers in their own unique ways.

Leveraging Rodale Institute’s leading work in regenerative farming, and decades of powerful work in food justice led by Flanner House, the partnership hopes to provide more access and opportunity in regenerative farming for young people of color.

The story of this partnership has only just begun, with the Flanner Farms and Torie & Howard teams’ recent visit to the main farm campus at Rodale Institute. The partners united in Kutztown, PA this August for two jam-packed days of learning, collaboration, and connection.

The Torie & Howard team will soon have more to share from these first days on the farm, and they look forward to continuing their journey with Rodale Institute & Flanner House as they support the next generation of good stewards for the planet.

To learn more, visit https://www.torieandhoward.com/

About American Licorice Company:

American Licorice Company has been creating delicious confections for over 100 years. Family-owned and operated since 1914, American Licorice is one of the original licorice manufacturers in the United States and one of the oldest candy companies in the industry. American Licorice Company’s mission is to Invest in Happiness, and they have done so for generations of consumers who love the best-selling brand of licorice candy in the western United States, Red Vines candy. In 1990, American Licorice was one of
the first confectioners to break into the sour candy market with the launch of Sour Punch® candy. Headquartered in La Porte, Indiana, with a manufacturing facility in Union City, California, American Licorice is proud to create sweet (and sometimes sour!) moments for candy fans across the country and the globe.

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