

## COALESCING TOWARD SUCCESS: MINORITY SUPPLIER DEVELOPMENT AT KELLOGG

In 2003, a young African-American food scientist named Angela Cauley decided to launch her own company for blended spices and seasonings. Less than a decade later, Coalescence, LLC, sells more than \$21 million worth of custom flavorings each year to Kellogg and other major food companies and restaurant chains.

The company's rapid success was a mixture of good timing, hard work—and some pivotal support from Kellogg Company's supplier diversity program. In Coalescence's early days, we saw the potential for the minority-owned company to thrive. Kellogg provided a scholarship for Cauley to attend business school and hone her skills.

In addition, Kellogg gave Cauley and her team the benefit of our professional expertise to help her business grow. For example, we sent several of our quality and food safety employees to the Columbus, Ohio-based company to coach her staff on industry best practices. We also worked with Cauley and her husband and business partner, Ian Blount, on a long-term financial growth strategy.

Coalescence's sales exploded between 2008 and 2009, jumping 760 percent from \$2.5 million in annual sales to \$21.5 million. Today, Coalescence is the sole supplier of seasonings to our *MorningStar Farms*® line of meatless products—an appropriate fit for Cauley, who is a vegetarian.

"Our company couldn't have grown like it did if it weren't for patience and support from Kellogg," Cauley said. "They put us on the map, and they gave us the ability to develop our business into so much more than we had imagined."

At Kellogg, we want diverse suppliers like Coalescence to grow and evolve with us. We look for ways to equip these companies with the tools they need—from ideas to resources to procurement dollars—to stay competitive and strong.

"Our supplier diversity program is about more than simply boosting the numbers of minority-owned companies in our supply chain," said Cathy K.<sup>1</sup>, director of supplier relations and diversity at Kellogg. "It's about partnering with companies to foster mutual success."



*Angela Cauley  
Ian Blount*

Owners / Coalescence, LLC

<sup>1</sup> To protect the privacy of our non-executive employees, this report uses first names and last initials only.