



September 26<sup>th</sup>, 2022

Thirty & Co, Inc.  
DBA Whole30  
Melissa Urban  
4001 South 700 East #500  
Salt Lake City, UT 84117

Waterloo Sparkling Water  
2612 E Cesar Chavez St.  
Austin TX 75238

Dear Waterloo Sparkling Water,

**This notification is to confirm that effective August 16<sup>th</sup>, 2018, your line of Whole30-Compatible offerings was granted Whole30 Approved® status.** Since 2009, the Whole30 program has helped tens of thousands of people change the way they eat for the rest of their lives. As the program continues to grow, due in part to our *New York Times* bestselling books *It Starts With Food* and *The Whole30*, so does the reputation and exposure of the products we support as part of our Whole30 Approved® initiative.

## **WHOLE30 APPROVED® PROGRAM REQUIREMENTS**

Before your initial approval was granted, we thoroughly reviewed your product (including a detailed list of all of your ingredients), and sampled your product(s) personally. To meet approval, your product has proven to have met all of the following criteria:

- **No added sugar of any kind, real or artificial.** No maple syrup, honey, agave nectar, Splenda, Equal, Nutrasweet, xylitol, stevia, etc. Fruit juice is the only acceptable sweetener on the Whole30.
- **No alcohol**, with the exception of organic red or white wine vinegar.
- **No grains.** This includes (but is not limited to) wheat, rye, barley, oats, corn, rice, millet, bulgur, sorghum, amaranth, buckwheat, sprouted grains, and all of those gluten-free pseudo-cereals like quinoa. This also includes wheat, corn, and rice bran, germ, starch, and so on.
- **No legumes.** This includes beans of all kinds (black, red, pinto, navy, white, kidney, lima, fava, etc.), chickpeas, lentils, and peanuts/peanut butter. This also includes all forms of soy – soy sauce, miso, tofu, tempeh, edamame, and soybean oil. Green peas, split peas, snow peas, sugar snap peas and green beans are the only exceptions allowed on the program.
- **No dairy.** This includes cow, goat or sheep's products such as milk, cream, cheese, kefir, yogurt, ice cream, sour cream, and whey. Clarified butter or ghee are the only exceptions allowed on the program.
- **No unhealthy additives.** Specifically, we forbid carrageenan, MSG and sulfites in any form. Other additives, like citric acid, vegetable gums or "natural flavors," are allowed on the program.



## WHOLE30 APPROVED® PROGRAM REQUIREMENTS (CONT.)

- **No replicating dessert or junk food choices.** Do not replicate baked goods, treats, or junk food –no pancakes, pizza, brownies or ice cream. (In general, desserts are not considered Whole30 compatible.)
- **No fruit smoothies or shakes.** While your smoothie ingredients may be Whole30-compatible, we discourage the consumption of liquid meal replacements on the program.
- **High quality protein:** All animal protein sources used in Whole30 Approved protein products should come from appropriately fed and humanely raised animals whenever available. Poultry and pork should be pastured; ruminants should be grass-fed and finished. All animals should be hormone and antibiotic-free.

## THE WHOLE30 APPROVED® REGISTERED TRADEMARK

Whole30 Approved® is a registered trademark with the USPTO:

Serial Number: 87394813

Registration Number: 5328635

Registration Date: November 7, 2017

Mark: WHOLE30 APPROVED (standard character mark)

(disclaimer: no claim is made to the exclusive right to use “APPROVED” apart from the mark as shown)

International Class(es): 042

Registrant: Thirty & Co, Inc.

You can find the Whole30 Approved logo on USDA-approved product labels including Primal Kitchen, Applegate, Naked Bacon, Pederson’s, Nature’s Rancher, Tessemae’s, Chomps Snack Sticks, New Barn Almond Milk, The New Primal Marinades, Tribali Foods, nutpods, Kettle & Fire, Panorama Meats, Bonafide Provisions, and Safe Catch.

## WHOLE30 APPROVED® PRODUCTS

1. Waterloo Black Cherry Sparkling Water
2. Waterloo Blueberry Sparkling Water
3. Waterloo Cranberry Sparkling Water
4. Waterloo Grape Sparkling Water
5. Waterloo Grapefruit Sparkling Water
6. Waterloo Lemon-Lime Sparkling Water
7. Waterloo Orange Sparkling Water
8. Waterloo Original Sparkling Water
9. Waterloo Peach Sparkling Water
10. Waterloo Pineapple Sparkling Water
11. Waterloo Strawberry Sparkling Water
12. Waterloo Summer Berry Sparkling Water
13. Waterloo Watermelon Sparkling Water
14. Waterloo Blackberry Lemonade Sparkling Water
15. Waterloo Cherry Limeade Sparkling Water
16. Waterloo Passion Fruit Sparkling Water

17. Waterloo Spiced Apple Sparkling Water
18. Orange Vanilla Sparkling Water
19. Ginger Citrus Twist Sparkling Water
20. Tropical Fruit Sparkling Water
21. Dragon Fruit Punch Purified Still Water
22. Meyer Lemon Blueberry Purified Still Water
23. Watermelon Lime Mint Purified Still Water

### **FOR ADDITIONAL QUESTIONS**

If you have any questions, please contact me at [headquarters@whole30.com](mailto:headquarters@whole30.com) or 603-315-5114.

Best,

A handwritten signature in black ink that reads "Melissa Urban".

Melissa Urban  
CEO, Whole30