

# Forbes

## Food And Beverage Financial News Roundup: Upcycling Trend, Alt Protein, Diversity Investing In Focus

### **The Planting Hope Company Acquires RightRice**

Women-led plant-based food and beverage player, The Planting Hope Company, has acquired alternative legume-based meal brand [RightRice](#) for \$7 million. Previously backed by Strand Equity, RightRice was created by Keith Belling who is also the mastermind behind one of the fastest-growing potato chips brands Popchips, and it is one of the first brands to launch in collaboration with both Whole Foods and Amazon. The acquisition broadens Planting Hope's capabilities in nutrient-dense innovation and emerging category leadership. Its extensive sustainability-focused portfolio includes Hope and Sesame sesame milk, Mozaics veggie chips, and Veggicopia dips and snacking olives.