



## **Bob's Red Mill**

Bob's Red Mill is an American whole-grain foods brand known for its extensive line of natural, organic, and gluten-free products. Based in Milwaukie, Oregon, the company emphasizes traditional stone milling and wholesome ingredients, supplying over 400 products globally. It is notable for being 100% employee-owned since 2010.

### **Key facts**

- Founded: 1978
- Founders: Bob and Charlee Moore
- Headquarters: Milwaukie, Oregon, U.S.
- Ownership: 100% employee-owned
- Products: Flours, cereals, grains, baking mixes, seeds

### **Origins and Philosophy**

Bob's Red Mill began when Bob and Charlee Moore purchased a mill in Oregon with a vision to produce nutritious whole-grain foods using traditional stone grinding. Their philosophy—"work hard and keep it simple"—guided the company's commitment to minimally processed, high-quality grains. The brand quickly became synonymous with natural foods and nutritional transparency.

### **Product Range and Innovation**

The brand's portfolio spans flours, cereals, oats, and specialty baking mixes, including certified gluten-free and organic options. Products such as rolled oats, artisan bread flour, and gluten-free baking flour are staples in many households. Recent innovations include high-fiber and protein-enriched flours, reflecting modern health trends.

### **Employee Ownership and Culture**

Since 2010, Bob's Red Mill has operated as an Employee Stock Ownership Plan (ESOP) company, allowing all employees to share in its success. This ownership model supports long-term stability, strong internal culture, and sustainable business growth, aligning with its values of community and fairness.

### **Market Presence and Impact**

The brand's products are distributed internationally through retailers such as Walmart and health-focused grocery chains. Bob's Red Mill is also active in sustainability initiatives, including regenerative agriculture partnerships. Its reputation combines traditional craftsmanship with modern nutrition science, maintaining a loyal consumer base in the natural foods market.