

# The Oak Group and Yin Yang Naturals partner to offer National Natural Specialty coverage

*The Oak Group and Yin Yang Naturals new partnership will allow both brokerages to focus on their specialties while providing national coverage to their brands*

AUSTIN, TEXAS, USA, January 24, 2023 /EINPresswire.com/ -- [The Oak Group](#), a leading natural foods broker, is proud to announce a partnership with [Yin Yang Naturals](#) (YYN). This partnership gives The Oak Group the ability to offer national natural specialty coverage to their existing brands as well as to provide Whole Foods Market national coverage to YYN.

Through this partnership, The Oak Group and YYN will work together to support and grow the presence of natural and organic brands at Whole Foods Market and other leading natural specialty retailers across the nation. By offering a diverse range of high-quality and mission-driven products, the two companies hope to make it easier for consumers to find and purchase healthy and sustainable options.

"We are excited to be partnering with YYN to bring our brands' products to Whole Foods Market," said Jenna Hardin-Muller, Founder of The Oak Group. "Whole Foods Market is a trusted destination for natural and organic products, and we believe that our partnership will help us reach even more consumers who are looking for healthy and sustainable options." Andrew Chae, Founder of YYN, adds, "We have always respected Jenna's deep knowledge and strong relationships with Whole Foods Market. Partnering with The Oak Group will provide our brands with an unmatched level of service and insight for Whole Foods Market. We're also excited to work with our shared brands to help them grow and thrive in retailers such as Sprouts Farmers Market, Albertsons/Safeway, Wegmans, Natural Grocers by Vitamin Cottage, NCG and INFRA members.

## About The Oak Group:

Jenna Hardin-Muller has been working with Whole Foods Global and Regional Category Management teams for the last 9 years. Following 13 years of working for two of the largest natural foods brokers, Jenna left the broker world to join Seventh Generation and manage the Whole Foods Market national account. After spending a year on the brand side, Jenna decided it was time to launch her own business, and The Oak Group was born.

## About Yin Yang Naturals:

Andrew Chae, founder of YYN, created his own certified organic product in the early 2000's,

which was sold nationwide in Whole Foods Market, Costco, and Trader Joe's. After his family business was acquired, Andrew realized a passion for helping other founders succeed in the natural foods space. Yin Yang Naturals was born in 2008. Today, YYN is a national brokerage and proud to be the first and only Certified B Corp since 2014, and also a proud 1 Percent for the Planet Member.

For more information about The Oak Group and Yin Yang Naturals, please visit their websites at [www.oakgn.com](http://www.oakgn.com) and [www.yinyangnaturals.com](http://www.yinyangnaturals.com).

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