

Camera

THURSDAY, OCTOBER 4, 2007

BUSINESS

News in brief

Natural | **Boulder's Mix1 raises \$6 million**

Boulder-based Mix1, which makes an all-natural protein and antioxidant drink, on Wednesday said it raised \$6 million in equity financing from a group of investors that included Libby Cook, a co-founder of Wild Oats Markets and Sunflower Farmers Markets.

The funding will allow Mix1 to further accelerate its planned national expansion, company officials said in a news release.

The beverages currently are sold nationwide at retailers such as Whole Foods and the Kroger-owned King Soopers, City Market and QFC.

Mix1 was started last year by Izze Beverage Co. co-founder Greg Stroh, former 7-Eleven category manager Wes Brasher and local naturopathic physician James "Dr. James" Rouse.