

BOARDERIE

CHEESE AND CHARCUTERIE

Lori Greiner Names Boarderie One of the Most Successful Businesses in Shark Tank History

In two years, Boarderie grew to a multimillion-dollar business and has become one of the top 10 fastest-growing online food and beverage companies in the United States.

Palm Beach, Fla. (March 10, 2025) – American television personality, entrepreneur, and *Shark Tank* investor, Lori Greiner, has named Boarderie one of the top 3 most successful companies to ever make a deal on *Shark Tank*. After partnering with Greiner in November 2022, Boarderie grew to a \$100 million business in two years, becoming one of the top 10 fastest-growing online food and beverage companies in the United States.

“From the moment I saw Boarderie, I knew it was something special,” **said Lori Greiner**. “The company is innovative, solves a need, and delivers an experience people love. Watching it grow into one of the most successful *Shark Tank* companies has been incredible!”

Boarderie’s co-CEOs Aaron Menitoff and Rachel Solomon secured a deal with Greiner on Season 14 of *Shark Tank* and simultaneously redirected Boarderie from a business-to-business (B2B) to a direct-to-consumer (D2C) model. Switching to a D2C model in 2022 solidified Boarderie as the only U.S. company that sells and ships nationwide, premade, gourmet charcuterie boards online. It also enabled Boarderie to cut additional, third-party costs by selling directly online to consumers. During its first year in business as a B2B company, Boarderie generated \$7MM in revenue. After becoming a B2C company, Boarderie closed 2023 and 2024 with \$32 million and \$68 million in sales, respectively.

Amid the COVID-19 pandemic, Boarderie’s co-founders, Aaron Menitoff, Julie Menitoff, Rachel Solomon, and Angel Jerez, discovered a way to combine artisanal, catering-quality cheese boards and nationwide delivery. When the company first started in 2021, Boarderie sold through third-party channels like Williams Sonoma and Harry & David. In September 2022, everything changed when the team launched boarderie.com, the company’s own direct-to-consumer website. This allowed Boarderie to have a direct relationship with customers and control its entire marketing and growth process. From that point on, the company’s growth exploded, growing from a team of 20 to 300 employees, and expanding its kitchen from 15,000 square feet to 60,000 square feet.

In addition to the company’s record growth, Boarderie has also made history by creating the Largest Charcuterie Board, earning a GUINNESS WORLD RECORDS® title. In November 2023, Boarderie was featured in a “Where Are They Now” update on *Shark Tank*, highlighting the company’s rapid growth in only a few years’ time. In November 2023, Boarderie’s artisanal cheese and charcuterie boards were selected for a second time as one of Oprah’s Favorite Things.

In 2025 Boarderie will launch gourmet dessert boards, candy boards and BARKerie boards (for dogs). Boarderie's goal is to become the largest edible gifting company in America.

To view Boarderie's full collection of charcuterie, visit boarderie.com.

About Boarderie

Boarderie, established in 2021 and based in Palm Beach, Florida, is the only company in the world that ships prearranged cheese and charcuterie boards nationwide. Known for its dedication to culinary craftsmanship and innovation, Boarderie sets itself apart by creating edible works of art with artisanal cheeses and premium charcuterie selections from all over the world (delivered directly to customers' doors overnight). Boarderie is on a mission to bring people together with gourmet gifts that are delightfully simple to send and guaranteed to impress on any occasion (so you never have to send a boring gift basket again!). Boarderie secured a deal with Lori Greiner in Season 14 of *Shark Tank* and was featured in Oprah's Favorite Things in 2022 and 2023. Boarderie recently secured the GUINNESS WORLD RECORDS® title for the "Largest Charcuterie Board."

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