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Fresca Foods Continues to Grow and Add Top Talent

Combining decades of large scale food industry experience with entrepreneurial know-how

LOUISVILLE, CO, March 3, 2018 – Growth is nothing new to Fresca Foods, a company that has experienced 35% growth for the past 15 years, but 2018 has also seen the addition of some exceptional new talent. Fresca is pleased to announce and welcome Mark Bible as newly appointed Chief Operation Officer, Glenn Steiner as SVP of Supply Chain, and Mark Hicks as VP of Sales.

In the last year Fresca has added over 135 years of experience to their manufacturing team alone, with Mark Bible at the helm as COO. He brings with him 23 years of experience as a senior leader in manufacturing at General Mills. Mark's knowledge, expertise and proven track-record of results adds an additional dimension to Fresca's manufacturing capabilities. He brings positive and purposeful change to Fresca alongside a heartfelt commitment to the safety of Fresca's employees and the protection of their partner's brands.

SVP of Supply Chain Glenn Steiner spent fifteen years with White Wave, now Danone, before leading up the procurement efforts of Fresca. Glenn saw White Wave grow exponentially from a young company to an established leader in the industry, and his expertise will spearhead increased efficiency, cost controls and materials management in Fresca's Supply Chain.

Finally, Mark Hicks has assumed the position of VP of Sales for Fresca's owned brands, Sejoyia and Open Road Snacks. Mark has 25 years of experience, with a track record of growing brands from early stages to acquisition by strategic partners, most notably with Brookside (acquired by Hershey) and Bare Snacks (acquired by VMG). Mark's experience mirrors what Fresca has done with its brand partners, and they expect to see continued success as Mark joins the Fresca team.



“As a high-growth company in a dynamic environment, we need to continue to evolve our organization to stay ahead of a fast-changing marketplace,” CEO Todd Dutkin said in statement. “We are fortunate to work in an industry that is creating significant opportunities for both people and companies that are prepared to lead this change. We are excited to welcome these exceptional individuals to the company.”

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