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Investment in Experienced Management Team Helps Drive Product Innovation and Brand Expansion at La Terra Fina

UNION CITY, Calif. – November 9, 2012 – On the heels of the launch of its innovative refrigerated Greek yogurt and vegetable infused dips last month, La Terra Fina is expanding its management team to include three senior-level executives. Dan Howell joins the company as Director of Product Development, Stephanie Robbins as Director of Brand Development, and Brian Slavin as Director of Logistics.

The team will work to expand product distribution and evolve La Terra Fina’s existing product line, developing more unique and tasty products that inspire at-home cooks and everyday-entertainers.

Dan Howell, Director of New Product Development, joins the company to lead product development and innovation. During his more than 20 years in the food industry, Dan has helped develop a vast array of products including beverages, soups, sauces, entrees and baked goods. Most recently, he helped create a line of frozen Asian appetizers and entrees at Windsor Foods where he was responsible for developing Tai Pei frozen entrees and worked on Ling Ling appetizers.

Stephanie Robbins joins La Terra Fina as Director of Brand Development, to lead marketing and re-branding efforts. Stephanie has nearly 15 years of expertise in food marketing, including building the marketing department for Pamela’s Products from the ground up and driving marketing efforts that led to six times revenue growth by leveraging new media channels to increase consumer engagement.

Brian Slavin will apply his 25 years of management experience in the food and beverage industry, including production management roles with Coca Cola and National Beverages, to his role as Director of Logistics. Brian has spent the last 16 years in logistics/supply chain management positions in the natural grocery space, at companies including Nancy’s Specialty Foods, Kikkoman International, and Stonyfield Farms.

About La Terra Fina

Founded in 1983 by a popular San Francisco Bay Area caterer, La Terra Fina, has grown to more than 50 full-time workers at their 60,000 square foot state-of-the-art food processing facility. La Terra Fina, meaning “the good earth” in Italian, produces a wide range of premium, ready-to-eat refrigerated quiches and dips rich in flavor and high in quality. Its products are sold in supermarkets, club stores and specialty grocery retailers nationwide. For more information, visit www.laterrafina.com or www.facebook.com/LaTerraFina.