



Contact: Malena Whetro
Rachel Kay Public Relations
858.243.4761
malena@rkpr.net

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**Alter Eco Appoints Natural Product Industry Veteran Jason Berry
as New Vice President of Sales**

Leader in Full-Circle Sustainability Bolsters Executive Team to Support Upwards Sales Trajectory

San Francisco, CA – July 30, 2016 – [Alter Eco](#)[®], pioneer of globally-crafted organic foods with full-circle sustainability, has tapped Jason Berry as the company’s new vice president of sales. A 25-year veteran in the natural products industry, Berry brings extensive experience to his new role at Alter Eco, having recently held leadership positions at Boulder Brands and Clif Bar. Hot on the heels of several new executive hires within a year’s time, the appointment was made to further strengthen Alter Eco’s rapid year-over-year sales growth.

“At Alter Eco, we fully embrace those that mirror our mission to make the world a better place, and Jason’s extensive background in the natural food industry and zeal for working with brands that leave a positive environmental footprint is exactly what we were looking for to lead our sales team,” said Kate Tierney, president of Alter Eco Americas, PBC. “We’re thrilled to welcome Jason to our family of talented, hard-working and caring individuals, and look forward to the much-anticipated success that’s to follow.”

Recently the vice president and general manager at established food company, Boulder Brands, Berry also served as senior vice president of sales for all channels, managing more than \$500 million in annual revenue during his three-year tenure. Appointed for his exceptional expertise in driving sales growth within the natural products industry, Berry also served as director of sales at leading better-for-you bar brand, Clif Bar, managing national accounts, independent and conventional retail sales, and broker responsibilities. Prior to Clif Bar, he worked nearly a decade at Presence Marketing as sales manager and before that held a seven-year position with natural and organic food retailer, Wild Oats.

“I am truly honored to be welcomed with open arms to the Alter Eco team,” said Berry. “The brand’s incredible growth over the past several years is awe-inspiring and I’m excited to hit the ground running while employing my expertise to continue to bolster Alter Eco’s presence in the natural food space.”

A seasoned sales professional, Berry received his bachelor’s degree from the University of Colorado in Denver.

Alter Eco produces high-quality, farmer-grown organic foods that are USDA Organic, Fair Trade Certified, Carbon Neutral Certified, Non-GMO Project Verified and Certified Gluten-Free. For

more information and details on the global impact of Alter Eco and its products, please visit www.alterecofoods.com.

About Alter Eco

Alter Eco is a pioneer of globally crafted organic foods, including delicious Swiss-made chocolate bars and truffles, Bolivian Royal quinoa, heirloom Thai rice and Mascobado cane sugar. All Alter Eco products are USDA Certified Organic, Fair Trade Certified, Carbon Neutral Certified, Non-GMO Project Verified and Certified Gluten-Free. Recognized as a top certified Benefit Corporation and one of the first registered Public Benefit Corporations, Alter Eco is dedicated to full-circle sustainability throughout its operations and supply chain through four pillars: sourcing using Fair Trade principles, producing of only organic and non-GMO foods, creating minimal waste by working towards 100 percent compostable packaging, and in-setting carbon emissions by means of large-scale reforestation programs in the cooperatives that produce its crops. These principals are entwined with Alter Eco's commitment to the highest quality ingredients and taste in all its products. More information is available at www.alterecofoods.com. Follow Alter Eco via [Facebook](#), [Twitter](#) and [Pinterest](#) and [Instagram](#).

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