



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

FOR IMMEDIATE RELEASE

**Alter Eco Fortifies Growth with Hiring of Brett Isis Fisher as
New Western Region Sales Manager**

Leader in Full-Circle Sustainability Taps 20 Year Industry Veteran to Spearhead Regional Expansion

San Francisco, CA – July 30, 2016 – [Alter Eco](#)[®], pioneer of globally-crafted organic foods with full-circle sustainability, today announced the appointment of seasoned sales guru Brett Isis Fisher as western region sales manager. A 20-year veteran in the natural products industry, Fisher will lead traditional retail and alternative channel expansion throughout the western region for Alter Eco. The announcement follows Alter Eco's hiring of a new vice president of sales last week as it aggressively expands its national and global mark.

“Having a team with passion for the natural foods industry is extremely important for us and Brett’s talent as a sales team leader is an integral asset for our continual growth,” said Kate Tierney, president of Alter Eco Americas, PBC. “We’ve been bolstering our executive and sales team throughout the past year, and we’re thrilled to welcome Brett at such an important time in our expansion.”

Formerly the western regional sales manager for the Food Service division of UNFI, the largest national distributor of organic and natural products in the United States, Fisher developed the division from its origins and managed a team of eight personnel and more than \$40 million in annual sales. A strong communicator with a knack for strengthening brand presence, Fisher served in several capacities throughout her tenure, including on the UNFI Foundation which grants non-profits resources in priority areas such as research and science, teaching organic food production, fostering the next generation of organic farmers, and protecting seed biodiversity. Fisher has also served as a broker for various natural food companies and as a buyer and board member for Rainbow Grocery Cooperative.

“Throughout my time with UNFI I grew to appreciate Alter Eco and its mission to advance the fair trade food model in countries with emerging economies,” said Fisher. “Coupled with my extensive knowledge of the natural food industry and existing relationships in the western region, joining the team was a natural next step in my career and I look forward to being a part of the brand’s success.”

Fisher received her bachelor in science from the University of California at Berkeley and also attended the International Honors Program at Bard College.

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](#).

###