



The National Food Laboratory, Inc.

(The NFL)

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THE NATIONAL FOOD LABORATORY LAUNCHES INNOVATION GROUP

New NFL Team Taps Creative and Marketing Expertise to Lead Companies from Product Conception through Commercialization

DUBLIN, CA, July 25, 2007: The National Food Laboratory, Inc. (The NFL), an independent affiliate of the GMA/FPA, has launched the Innovation Group, a 30-member in-house organization devoted to assisting companies in creating, developing and commercializing new food and beverage products. The Innovation Group brings together experts in new product strategy, ideation, market intelligence, consumer design and execution strategies to help NFL clients translate culinary concepts into successful commercial products.

“The Innovation Group extends the value we are able to bring to our food, beverage and consumer packaged goods clients,” said NFL President & CEO Kevin Buck. “The Group’s strategic new product expertise, combined with The NFL’s range of culinary and technical services, gives us a competitive edge in meeting the full spectrum of our clients’ product development and commercialization needs.”

The Innovation Group at The NFL is comprised of individuals with years of brand marketing, product development, and consumer insights experience. Heading up the effort is newly named Vice President of Innovation Lucinda Wisniewski, most recently an NFL Sales Director who began her career as a product developer for The Clorox Company, and subsequently spent ten years in sales and marketing for Givaudan Flavors. Mario DiFalco joins The NFL’s Innovation Group as Division Manager-Strategic Marketing, leveraging his strong consumer marketing experience following senior management roles with Jelly Belly Candy Company, PowerBar, Specialty Brands, Wm. Wrigley Jr. Company, and Nabisco.

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Christie Hoyer, Vice President of Consumer Insights & Sensory; Debbie Lohmeyer, Division Manager- Product Innovation & Commercialization; and Teresa Landis, Culinary Innovator and Chef, are a few of the key Innovation Group team members.

“The NFL enjoys a long and successful track record in consumer research, product and process development, food safety, quality assurance and analytical testing,” commented Wisniewski. “Now, with the investment in the Innovation Group, The NFL is truly a ‘one-stop-shop,’ offering clients a comprehensive menu of services to take a product from ideation to store shelves.” Among the most recent products developed using The NFL’s turnkey innovation approach: Bumble Bee® Foods’ Prime Fillet™ Chicken Breast entrees, Rice-a-Roni Express™, La Yoghi™ probiotic smoothie, Sunny Delight® Beverage Company’s Fruit Simple 100% Fruit Smoothie, and Boz Spirits’ 267 Infusions. Among The NFL’s complete roster of clients are name consumer brands including Subway, PepsiCo, Bush Brothers, Tyson, Tree Top, Clorox, POM Wonderful, and many others.

Established in 1976 and headquartered in Northern California, The NFL will be showcasing its integrated menu of services to the food and beverage industry at the Institute of Food Technologists (IFT) trade show in Chicago July 29 - 31, 2007. For more information, please visit The NFL website at www.TheNFL.com or call (925) 551-4205.

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Editor’s Note: NFL experts are available for media comment on topical consumer trends, global innovations, and food safety and supply issues. Please contact Jena Roberts at 925.551.4205 with inquiries and requests.