

The National Food Lab President Retires

LIVERMORE, Calif., (September 27, 2011) — The National Food Lab (The NFL) announced today that Kevin Buck, President, is retiring after 18 years at the company. Kevin Waters, current V.P., Product Design Group, will take over as President, effective October 3, 2011.

Starting with The NFL in 1993, Kevin Buck was a visionary leader who grew the business substantially. In 1993 the firm had 45 employees, and now has over 110. He and his management team created a solid business, growing in excess of 10% per year, while fostering a culture of work/life balance that led to The NFL being named one of the “Bay Area Best Places to Work” earlier this year. Carolyn Graham, Vice President of Operations, noted, “Kevin is admired as an advisor, partner and friend by The NFL’s employees, and that’s a testament to the way he ran the business.”

The NFL’s new President, Kevin Waters, is a veteran of The NFL, spending 5 years there early in his career, heading the Consumer Research Group. He then held a variety of senior and executive management positions for two of the world’s largest market research firms, and also spent 7 years in brand consulting and strategic identity research. Kevin’s background includes extensive work in the consumer packaged goods area, with a focus on beverages and foods. He rejoined The NFL in February, 2011.

Speaking about taking over the helm of The NFL, Kevin Waters said, “I will dedicate myself to continuing The NFL’s growth trajectory while maintaining an intense focus on serving our clients at the highest level.”

Kevin is a Past President of the Northern California/Pacific Northwest Chapter of the Marketing Research Association, and has spoken at numerous conferences around North America, is a past university instructor in Positioning and Brand Management, and has authored journal articles for *Quirk’s Marketing Research*, *Marketing News*, *Marketing Management*, *Journal of Brand Management*, *Design Management Journal*, and *Applied Marketing Research*.

Kevin graduated from the University of California at Davis with a B.S. in Fermentation Science (Brewing and Enology)/Biochemistry, and an emphasis in Sensory Science. Outside of work, he and his wife are active volunteers and part-time puppy raisers for Guide Dogs for the Blind.

For more information, call Carolyn Graham (925-551-5245) and visit www.TheNFL.com.

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About The National Food Lab

Based in Livermore, Calif., The NFL is a global consulting organization that specializes in food and beverage product innovation, quality assessments and brand protection. A “secret weapon” of Fortune 500 food and consumer product companies, The NFL speeds new items from initial concept to store shelf and provides a full spectrum of food safety and quality assurance testing. For more information, please visit www.TheNFL.com.

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