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## Contract manufacturer launches natural food brand incubator, accelerator

Industry veteran Liz Myslik to lead Fresca Brands Innovation Group, LLC

by Sustainable Food News  
 March 5, 2012



Brand management veteran Liz Myslik will serve as CEO of FBIG

Contract manufacturer Fresca Foods, Inc. Monday announced the launch of a wholly owned subsidiary offering emerging and high-growth natural food brands a complete business infrastructure - including supply chain, marketing, sales and administrative functions - to rapidly expand their businesses.

Louisville, Colo.-based Fresca said the new company, Fresca Brands Innovation Group, LLC (FBIG), provides human capital, operating leverage, and increased cash flow as an equity partner to help brands scale and achieve profitability faster than they could do on their own or through venture capital financing.

In addition to offering contract manufacturing and management expertise, FBIG also provides customers:

- **Strategic Marketing:** planning and prioritizing programs best suited for the brand; generating awareness, trial, and loyalty through targeted and highly effective program execution.
- **Sales Management:** selecting and penetrating target channels, markets, and retailers; implementing effective promotional plans and managing broker networks.
- **Business Operations:** providing facility and office management, IT systems, accounting and human resources support.
- **Human Capital:** facilitating access to an extensive network of industry professionals including brokers, field reps, creative design and public relations.

Denver-based brand management veteran, Liz Myslik, will serve as CEO of FBIG and will also serve as executive vice president of marketing and sales for Fresca Foods' manufacturing business.

"We are committed to helping emerging brands achieve profitability and scale as they expand onto a national stage," said Myslik. "So many companies in the consumer products industry reach a point where they need additional resources to take their brands to the next level. They do not lack the demand, but rather the capacity to grow. We provide the expertise and resources to help them exceed their goals, become profitable, and maintain their rapid rate of growth. All the while, they still retain primary ownership of their

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▶ Contract manufacturer launches natural food brand incubator, accelerator

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company.”

With Myslik joining the organization, Fresca Foods has acquired her company, The Zam Group, a leading provider of marketing and management services to the natural products industry located in Denver.

Myslik brings marketing and brand management experience spanning Fortune 500 companies, midmarket companies and start-ups. She has helped numerous companies innovate and expand as a CEO, marketer, and consultant during the past 20 years.

“Ms. Myslik’s expertise in building brands, increasing sales and providing business leadership is only going to help continue our growth,” said Todd Dutkin, CEO of Fresca Foods, referring to the company’s 45+ percent annual revenue increases during the past nine years. “Many consumer products companies have benefited from her leadership and we look forward to a successful partnership as we provide new models to help our customers succeed.”

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