



Great taste, naturally

Media Kit

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ABOUT US

Colorado-based Fresca Foods has a twenty year heritage of producing and marketing high quality natural food products and building great brands. We partner with entrepreneurs who have terrific products, proven demand and big ideas.

Our Purpose is simple. We make delicious, wholesome foods in a responsible way and build strong brands with entrepreneurs who inspire us.

We believe that eating well is the most important thing we can do for our health, and it can be done without sacrificing fun or taste. We believe that by investing in great entrepreneurs, we fuel a culture of innovation in the natural food industry. We believe that by building trusted brands, we make it easier for consumers to make healthy food choices. We believe that by doing the right things every day, we never have to compromise our values in order to succeed.

Our Journey

1993	1997	2003	2008	2011	2012
The Fresca Foods journey begins as a retail store based in Boulder, Colorado.	Our 15 person team moves into 6,000 sq. ft. and begins manufacturing packaged food products for retail.	Fresca becomes a fully integrated supply chain partner to natural food brands with R&D, sourcing, manufacturing, warehousing and logistics.	A top 10 global food company acquires one of Fresca's brand partners.	Fresca acquires The Zam Group and adds a brand management division.	Fresca surpasses 250 employees and more than 250,000 sq. ft. of manufacturing facilities.

Fresca Foods at a Glance

-  Leading brand management and manufacturing team in the natural food industry.
-  Self-financed, entrepreneurial company.
-  90% success rate bringing small brands to national distribution.
-  Over 10 years of 45%+ annual growth without outside financing.
-  Launched 46 new products in 2012.
-  100% wind-powered manufacturing.
-  Close connections with distributors, retailers, brokers and brand ambassadors.
-  Partner with top social media, packaging and web designers.

WHAT WE DO

Fresca Brands is a natural food brand accelerator. We partner with entrepreneurs who have terrific products, proven demand and big ideas. Fresca invests capital, manufacturing and brand management expertise and becomes an operating and equity partner. Together with the entrepreneurs, we apply the right mix of resources to build high growth national brands that enhance the lives of millions of consumers.



Fresca Foods partners with 1-2 brands per year out of the hundreds we research. Why so few? When we focus more resources on fewer brands, we can dedicate more of our time and energy to make each partner successful. So far it's working, as over 90% of the brands we have partnered with are operating on a national scale with significant growth in revenue and profitability.

Fresca partners with brands that have the following characteristics:

- 
People
 Entrepreneurs and management teams that are high energy, passionate about their products and interested in a strategic equity partner.
- 
Product
 Highly differentiated branded food products that compete in large, growing food categories and are made from simple, natural ingredients.
- 
Profit
 Gross margin is greater than 25% with a clear path to 40%+ (net of discounts).
- 
Proof of Concept
 Company revenue > \$500,000 during the past 12 months with growing velocity (week-over-week sales per store).

LEADERSHIP

Fresca's management team has over 100 years of experience growing small natural food companies into national brands. The team came together because of a shared passion for natural foods and building a great company.



Todd Dutkin, CEO
STRATEGY & GROWTH

Since 2003, Todd has helped transform Fresca Foods from a small frozen foods manufacturer into a paradigm shifting supply chain partner, and now toward a vision as a fully integrated food company. During this time, Todd has led Fresca to 45%+ annual growth each year. This growth has primarily been achieved through enabling start up brands to quickly grow, scale and reach their revenue and margin potential. Todd has experience growing brands from their nascent stage of development through to the acquisition stage and understands the complexity involved throughout every stage of the process.

Prior to joining Fresca, Todd was a senior executive in the telecommunications industry working for Fortune 500 companies. He managed a diverse range of commercial disciplines including Business Development, Corporate Strategy, P&L Management, Product Development and M&A. This broad experience in well-run and highly respected corporations was good preparation for developing the professional management and quality infrastructure that lies at the heart of Fresca's success.

Todd immensely enjoys spending time with both his family and his work. His other favorite things are reading and running.



Zan Powell, CFO
FINANCE & SUPPLY CHAIN

Over the past 20 years, Zan has thrived in the Financial Management arena, spending the majority of his career in the field of Banking. As a Commercial Banking Manager, he worked with early, mid and late stage entrepreneurs providing investment, finance and cash flow management solutions.

Continuing in the same entrepreneurial spirit, Zan joined the Fresca Foods ownership team and focuses on guiding Fresca and its customers through the different life cycles of growth. His team is dedicated to taking cash flow pressure off of entrepreneurs' shoulders so they can focus more time on activities that drive growth. This includes driving efficiencies in purchasing, growth financing and flow management.

Zan earned a BS in Business Management from the University of Northern Colorado. He enjoys snow sports, biking, hiking, travel and most of all – spending time with his family.



Marco Silva, COO
MANUFACTURING

As the head of operations, Marco leads a team that is dedicated to exceptional quality and highly efficient manufacturing processes. The teams' combined expertise enables entrepreneurial brands to achieve high growth without the capital expense of new manufacturing lines. With over 20 years of experience, Marco has worked with and created different process models, helping to give rise to Fresca's unique and trendsetting Scalable Manufacturing Model, the basis for our "Plant within a Plant" model. This model ensures fulfillment of the discrete manufacturing needs of each brand including; certifications, allergen handling and packaging.

Marco earned a BS in Mechanical and Industrial Engineering from the Chihuahua Institute of Technology, in his hometown of Chihuahua, Mexico. He then migrated to the U.S. to pursue an MSME degree from the University of Colorado. Marco enjoys spending time outdoors, traveling and playing sports with his wife and two boys.



Liz Myslik, EVP
BRAND MANAGEMENT

Liz has been a brand marketer for over 20 years, and for more than half of that time has been building brands in the natural products industry. She has served as a marketing executive, adviser, investor, CEO and board member to high growth natural brands. Liz's expertise is growing early stage companies to national scale by focusing on a "bottom up" approach to marketing; connecting with consumers in an authentic way and building strong loyalty. Her understanding of the market and her track record as an entrepreneur have made her a trusted adviser to many other entrepreneurs.

Liz earned an MBA from Kellogg/Northwestern University and a BS in Marketing from the University of Colorado at Boulder. She is a yogini, runner, avid traveler and proud mom of a young son.



Van Hallowell, Co-Founder
INNOVATION & PRODUCT DEVELOPMENT

Van has been an innovator in the food industry for over 35 years. He has worked with large and small companies to help them develop successful, healthy new products. His expertise ranges from creative bench-top formulas to packaging innovation and commercial scale-ups. Van's resources include a well-equipped lab, a talented team and a network of industry experts that gives Fresca Foods the ability to innovate in a wide range of product categories.

He and his team have a track record of successfully launching hundreds of new products in areas as diverse as frozen entrees, salty snacks, nutrition bars, healthy kids' and tots' snacks, gourmet crackers, pizzas, soups and much more.

Van spends his down time reading, swimming, fishing and traveling with his wife, Cheryle and his dachshund, Doogie.

SUSTAINABILITY

Fresca is committed to improving the well-being of our community, including our employees, environment, business partners and neighbors. We see this as our duty and it brings even greater meaning to our work every day.

People

- We recruit and retain a highly motivated, results-oriented team.
- We reward employees for their contributions to Fresca’s growth, providing professional development opportunities and long-term incentives.

Community

- Through our donations of time, money and products, we are a long-time supporter of the Emergency Family Assistance Association (EFAA), Community Food Share, the Women’s Health Foundation, The Samaritan House Homeless Shelter and the Naturally Boulder Task Force.

Environment

- All of our facilities are wind-powered.
- We are committed to becoming a zero-waste facility.
- We have an extensive recycling program that preserves trees, landfill space, oil and water.

In 2012 we recycled 386 tons of aluminum, cardboard, scrap metals, and plastics. 

These recycling efforts conserved the following resources:



4,325 Mature Trees were Saved

Representing enough saved timber resources to produce more than 53,582,700 sheets of newspaper!



1,363 Cubic Yards of Landfill Airspace

Representing enough airspace to fulfill the municipal waste disposal needs for 1,750 people for one year!



1,601,770 Kw-Hrs of Electricity from Recycling

Enough power to fulfill the annual electricity needs of more than 133 homes!



866 Barrels of Oil

Representing enough energy to heat and cool more than 180 homes for one year!



Avoided 533 Metric Tons (MTCO2E) of GHG Emissions

The recycling of these materials prevented these GHG emissions!



2,522,730 Gallons of Water

Representing enough fresh water to meet the daily fresh water needs of more than 33,636 people!

NEWS

- Fresca Foods' Executive Vice President and CEO of Fresca Brands, Liz Myslik, Recognized as 1 of 9 Exceptional Women by New Hope 360 for International Women's Day
03-05-13. NewHope360.com. Read the article [here](#).
- Fresca Foods' Food Trend Predictions Featured in New Hope 360 Article, "Clean Protein, Convenience, Transparency Shape 2013 Food Trends"
01.06.2013. NewHope360.com. Read the article [here](#). [Download PDF](#)
- 10 Business to Watch in Boulder, Broomfield Counties in 2013
12-31-2012. Boulder Daily Camera. Read the article [here](#). [Download PDF](#)
- 5 Packaged Food Trends For The Next 5 Years
12-05-2012. [Download PDF](#)
- 'Authenticity' Stressed for Natural Products: A Boulder County Business Report Feature
11-13-2012. [Download PDF](#)
- Organic Growth: A Food & Drink Magazine, Summer 2012 Feature
8-30-12. Food & Drink Magazine. Read the article [here](#). [Download PDF](#)
- General Mills Brand Chooses Boulder County Manufacturer
7-31-12. Boulder County Business Report. Read the article [here](#). [Download PDF](#)
- Boulder and Broomfield Counties' Top 50 Businesses: IBM Still at No. 1
7-29-12. Boulder Daily Camera. Read the article [here](#). [Download PDF](#)
- Foodie to Entrepreneur: Boulder is a Great Place to Get Started
7-15-12. Boulder Daily Camera. Read the article [here](#). [Download PDF](#)
- A Triple Crown Win for 34 Degrees, Boulder Ice Cream and Rocky Mountain Popcorn
6-4-2012. [Download PDF](#)
- Fresca Foods Adds Two New Customers
4-3-2012. [Download PDF](#)
- Fresca Foods Launches Fresca Brands Innovation Group
3-8-2012. Refrigerated and Frozen Foods. Read the article [here](#). [Download PDF](#)
- Contract Manufacturer Launches Natural Food Brand Incubator, Accelerator
3-6-2012. Sustainable Food News. Read the article [here](#). [Download PDF](#)
- Natural Foods Manufacturing Hub Eyes Home in Louisville
2-21-2012. Daily Camera. Read the article [here](#). [Download PDF](#)
- Fresca Foods Grows with Clients' Success. 1-20-2012. Boulder County Business Report. [Download PDF](#)





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