



## **Luvo Expands Sales Team Company Appoints New Regional Sales Directors to Oversee Central and Eastern U.S.**

**VANCOUVER** (June 29, 2015) - Luvo Inc., a forward-thinking frozen food company that offers chef-inspired, nutritionist-approved meals, announced the appointment of two regional sales directors. Gary Campbell has joined Luvo and will be responsible for overseeing the Central U.S., and Cheri O'Neill will cover the Eastern U.S. Both will oversee regional sales strategy and execution to strengthen Luvo's foundation for customer collaborations and new value creation.

"Gary and Cheri are industry veterans with years of sales experience and well-established partnerships with key retailers in their respective regions," said Rich Rodriguez, Senior Vice President of Sales at Luvo. "We are excited to have them join our passionate team, to help bring Luvo's nutritious, bold flavored meals to customers around the country in accessible and affordable ways."

Gary Campbell brings over 20 years of sales experience in the Consumer Packaged Goods Industry. From trade marketing, sales forecasting and developing top sales teams for Frito-Lay, ConAgra Foods and most recently, Schwan's Consumer Brands, Mr. Campbell's ability to drive sustainable and profitable growth has built him a respected rapport with his customers and industry peers.

"It was clear to me that Luvo is creating the next generation of consumer packaged goods, with a pulse on what customers are looking for now in terms of nutrition and taste," said Campbell. "I'm thrilled help Luvo push the industry envelope and to continue the Company's strategic growth."

Cheri O'Neill joined the team after a 14-year tenure with the Kellogg Company. With a proven track record that spans over 20 years in the industry, Ms. O'Neill brings expertise and leadership in driving multi-million dollar sales growth through strategic marketing, tactical sales execution and key account management.

"Luvo has a unique market position that I admire and is connecting with the consumer, by making the smart food choice the easy and delicious one too," said O'Neill. "I'm so happy to be part of this team of innovators who are building a movement for better health, better taste and better lives."

Luvo offers a wide range of globally inspired entrees, pizzas, and burritos at major retailers throughout the nation, including Haggen, ShopRite, Kroger, Meijer, HEB, Publix, Safeway and more. Luvo is also available on select Delta Air Lines flights and online at Amazon.com. For more information on where to buy Luvo in your local area please visit: <http://luvoinc.com/where-to-buy/>.



## **About Luvo**

Luvo was founded on a simple idea: To love our food — how it tastes, what it does for our health and how it makes us feel nourished and happy. Luvo develops, manufactures, markets and sells healthy retail food products and frozen ready-made entrees. Luvo works with its suppliers to ensure the quality of its ingredients, giving top consideration to eco-friendly practices that promote sustainability and ethical sourcing and products that are environmentally sound and health-sustaining.

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