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RHYTHM® SUPERFOODS HIRES TERRY MEYER AS VICE PRESIDENT OF SALES



AUSTIN, TX (Sept. 22, 2015) – Rhythm® Superfoods, an Austin-based company known for creating innovative plant-based superfood snacks, announced today that Terry Meyer will serve as the new vice president of sales.

“We are thrilled to have Terry join our team and are confident that his extensive knowledge of the food industry across all channels of trade will help to further develop Rhythm® Superfoods and guide our brand to new heights,” said Scott Jensen, CEO of Rhythm® Superfoods. “We are growing rapidly and look forward to Terry leading our sales strategies.”

Meyer brings more than 20 years of sales, operations and management experience to Rhythm® Superfoods. Meyer has previously worked at brands such as Unilever-Ben and Jerry’s Ice Cream; Naked Juice, where he led the rapid expansion of the brand into double-digit growth; Good Health Natural Foods, Inc., where he positioned the brand as a leader in innovation with healthier oils and vegetable-based nutrition in salty snacks; and Podponics.

“I am honored and excited by the opportunity to work with the team at Rhythm® Superfoods,” said Meyer. “The brand’s current position in the market sets the stage for continued success, and I am excited to be a part of it.”

As the vice president of sales, Meyer will manage the company’s sales team and strategy for continued growth, both with existing product lines and with future plant-based snack innovations.

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About Rhythm® Superfoods

Rhythm® Superfoods is a brand at the forefront of the healthy food movement, responding to the public demand for innovative, nutrient-dense snacks with its first-to-market *Rhythm® Kale Chips* and most recently its **Broccoli Bites™**. Founded in 2009, Rhythm® Superfoods is dedicated to using only the best ingredients to create its nourishing snack foods. Available nationally in retail outlets such as Whole Foods, Sprouts, Kroger, Stop & Shop, Publix, Albertsons and Jewel, the brand offers great-tasting products that are just as applicable to a strict vegan diet as they are to a more conventional food regimen. For more information on Rhythm® Superfoods please visit www.rhythmsuperfoods.com.