



FOR IMMEDIATE RELEASE

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RHYTHM® SUPERFOODS NAMES FREDERIC LBOURG AS CHIEF OPERATING OFFICER

AUSTIN, TX. (July 31, 2017) – [Rhythm® Superfoods](#), an Austin-based company known for creating innovative plant-based superfood snacks, is proud to announce [Frederic Lebourg](#) as its first Chief Operating Officer, effective July 31st. Lebourg has over 30 years of experience in the food industry ranging from plant design, construction, and management to COO and CEO roles with companies that have up to 500 employees. He specializes in start up, turnaround and high growth companies and has capabilities in management, finance, operations, and 6 Sigma. Lebourg is also a practitioner of LEAN (5S), OSHA, HACCP, GMP, AIB, and SQF and holds an MBA from HEC, a European business school.

“I am thrilled to join **Rhythm Superfoods** at such an exciting time. It is a rare time when a company brings a product line that is truly innovative and changes the industry landscape” says Lebourg. “The brand is seeing incredible growth in their current [Kale Chip](#), [Roasted Kale](#), and [Beet Chip](#) lines and there are several exciting and innovative products in the pipeline.”

“Our team has worked hard to position **Rhythm Superfoods** as a leader in superfood snacking and we are now the number one national player in both dehydrated kale chips and beet chips”^{*} says Co-Founder and CEO Scott Jensen. “With the tremendous growth we have experienced over the past few years and our ambition to propel our brand into new product lines, it is the perfect time to incorporate Frederic’s wealth of experience into our team. We believe that Frederic will bring necessary leadership and accountability to our finance and operations as we evolve into a larger company and leader in the overall snacking category.”

In January, **Rhythm Superfoods** closed a \$6 million Series D financing round with a lead investment from [301 INC](#), the venturing unit of General Mills. Additional investors included [Blueberry Ventures](#) and the [CircleUp](#) Growth Fund.

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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, plant-based nutrient-dense snacks with its first-to-market *Kale Chips* and most recently its *Roasted Kale* and *Beet Chips*. Founded in 2009, **Rhythm Superfoods** is dedicated to using only the best ingredients to create its superfood snacks. Available nationally in retail outlets such as Whole Foods, Sprouts, Kroger, Stop & Shop, Publix, Albertsons, Safeway, Starbucks, and Costco, the brand offers great-tasting snacks that are just as applicable to a strict plant-based or gluten-free diet as they are to a more conventional food regimen. For more information on **Rhythm Superfoods** please visit www.rhythmsuperfoods.com.

^{*}Spins, Total US Food, Period Ending June 18, 2017