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**FOR IMMEDIATE RELEASE**

KELOWNA, BC, Aug. 24, 2018 /-- New Era Nutrition, Inc., a consumer packaged goods company specializing in low glycemic index foods, announced today the addition of two new senior members to its staff. Dean Williams joins the company as President and Carlos Alentejano joins as Chief Operating Officer. The hires come as the company prepares to launch new products in the Canadian market and introduce the SoLo GI brand to the United States consumer.

Dean Williams has spent nearly 20 years building consumer brands. Prior to joining New Era Nutrition, he was Chief Commercial Officer at HoneyHive Ventures – a venture capital firm focused on early stage consumer product companies. Through the years, Dean has gained senior level experience working with several multinational CPG organizations- including Danone, PepsiCo, Novartis and most recently at Heineken, where he held the position of Vice President of Commercial. His unique blend of innovative marketing strategies and practical commercial experience has positioned him as one of the industry leaders.



Carlos Alentejano is a relational leader with a broad base of experience in consumer package goods. After starting his management career in the steel industry, he took the role of operations manager for Frito-Lay seventeen years ago. Over the years, Carlos has had roles at both Frito-Lay and its sister company, PepsiCo Beverages Canada, ranging from management, operations, distribution, leadership development, sales, and human resources. His range of experiences as well as his passion for people and performance, make him an asset to New Era Nutrition.



Saul Katz, Founder & CEO of New Era Nutrition, commented, “Mr. Williams and Mr. Alentejano bring decades of marketing, sales and operational experience in the CPG space. These appointments reflect our plans for further capitalization and expansion of our products to new markets. I am thrilled to welcome them to the New Era Nutrition team and have no doubt that they will make an immediate impact.”

Additional finance and operational hires have been made to support the new product expansion and launch into the U.S. market.

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**About New Era Nutrition:**

New Era Nutrition Inc. is a Canadian company headquartered in Kelowna, BC. The company was the first to introduce a line of clinically validated low glycemic energy bars under the brand name SoLo GI. As a pioneer in functional food research and development, the Solo GI brand is built upon the commitment to offer products based on the best studies and scientific research. SoLo GI was developed to provide a healthy snack alternative that takes into consideration the blood sugar impact as well as nutritional content to promote optimal health and performance. Due to numerous benefits of living a low GI lifestyle, SoLo GI energy bars are targeted to athletes and energy seekers (from busy professionals to parents and families on-the-go), those looking for healthy blood sugar management alternatives and those looking for healthy lifestyle alternatives for diet and weight loss. SoLo GI energy bars can be found online and in all major grocery retailers and pharmacies.

For more information, visit [www.soloenergybar.ca](http://www.soloenergybar.ca).

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