

S.F.A. Chairman Joins BFY Holdings as President, Chief Sales Officer

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By Eric Schroeder

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NEW YORK — Dan Morgan has been named president and chief sales officer of BFY Holdings L.L.C., a company focused on providing better-for-you snack products, including PopCorners. Mr. Morgan will be responsible for leading the expansion of the company's sales and distribution efforts for both branded and private label products.

Mr. Morgan currently is chairman of the Snack Food Association, and has more than 27 years of sales and management experience. Most recently, he was the chief sales officer of Snyder's-Lance, Inc., where he was responsible for managing all the company's direct-store delivery, direct and export sales. Prior to that role, he held various other senior leadership positions at Snyder's-Lance and one of its predecessor companies, Snyder's of Hanover.

Before joining Snyder's of Hanover in 2002, Mr. Morgan helped launch two food and snack companies: Patriot Snacks and Bay State Snacks. At Patriot, he helped build the business by partnering with Snyder's of Hanover to develop Patriot into a strong D.S.D. snack company. At Bay State Snacks, he launched the Famous Amos cookie line in grocery accounts throughout Massachusetts and Rhode Island. He began his career at The Boston Popcorn Co.

"Dan is a widely respected snack industry veteran and an innovative and effective leader, making him an outstanding addition to the BFY management team," said Paul Nardone, chief executive officer of BFY. Mr. Nardone joined BFY in late August. "Having built two successful snack businesses from the ground-up before leading sales, distribution and operations for one of the preeminent companies in the snack industry, Dan is bringing a wealth of valuable experience, insights and relationships to BFY as we begin to execute our exciting growth plans. We are thrilled to have an individual of his caliber join our team as we ramp up our brand-building efforts, expand our distribution on a regional and national level and grow our contract manufacturing business."

Mr. Morgan called it "an exciting time" to be joining BFY Holdings.

"I feel fortunate to be joining a company with such phenomenal potential," Mr. Morgan said. "Consumer preferences are reshaping the snacking industry in many ways, one of which is a profound shift toward healthier products. BFY is well-positioned to capitalize on that trend, not only because its products are better-for-you alternatives to traditional salty snacks but also because of their superior taste and crunch. I am looking forward to working closely with Paul and building a top-notch sales organization that will broaden and deepen our customer relationships, expand distribution and bring BFY's snacks to more consumers."

In addition to Mr. Morgan, BFY said it has added Laura Kuykendall as vice-president of marketing for BFY, and Gunther Brinkman as vice-president of business development for Ideal Snacks, the contract manufacturing division of BFY.

"We have moved quickly to build a top-notch senior team to work closely with me and Dan, and today we are excited to be adding two experienced and talented executives who will support our strategic goals," Mr. Nardone said. "Laura is a consummate marketing professional with a demonstrated record of accomplishment at several health and wellness-focused C.P.G. companies, and Gunther is a highly strategic executive with the relevant experience and perfect skillset needed to

identify new opportunities to grow our contract manufacturing business. Dan, Laura and Gunther all add tremendous strength to the BFY team, and we are all extremely motivated to make BFY a global leader in the fast-growing better-for-you snack category.”

Ms. Kuykendall most recently was vice-president and general manager of Boulder Brands’ Gluten Free Brands, including Udi’s and Glutino. She also has held similar positions at Claridge Natural Foods, a manufacturer and marketer of premium-priced gluten-free and allergy-friendly products, and Cherrybrook Kitchen, a producer of baking mix and ready-to-eat products that are allergy friendly. Earlier in her career she held marketing positions at a variety of C.P.G. companies, including Applegate Farms, Annie’s Homegrown and Snyder’s of Hanover.

Mr. Brinkman most recently was the vice-president, business development for Interbake Foods L.L.C., a manufacturer of cookies and crackers. Prior to that role he was vice-president, innovation and strategy at Interbake. Previously he held a variety of marketing, information technology and operational roles at Interbake and one of its subsidiaries.

BFY is comprised of Medora Snacks, maker of PopCorners in seven flavors and other better-for-you snacking products; and Ideal Snacks, a contract manufacturer of better-for-you diversified popped snacks. Medora and Ideal were acquired by the Permira funds and combined under a single holding company on July 1, 2015.