



**News Release**

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## **Artista Gourmet Names New President, Extends Growth**

*Specialty Coffee Veteran Dean Gardner Takes Helm at Artista*

**Dallas** (TBD, 2006) – Artista Gourmet, a manufacturer of gourmet syrups, sauces and smoothie mixes, today named Dean Gardner as president. Gardner, who has built the distribution for Artista over the past year as national sales manager, has ran sales for gourmet syrups Torani and Da Vinci Gourmet for more than 12 years before joining Artista.

Gardner's appointment to the top post at Artista caps a year of intense growth and expansion for the gourmet food company. Since its public launch at the 2005 SCAA show, Artista has:

- Grown its client base to well over 300
- Bulked up its international distribution with partners in Mexico and Guatemala
- Solidified domestic distribution from Florida to New York
- Partnered with Berlin Packaging and Studio 111 on a dramatic remake of its syrup and sauce packaging
- Developed a new line of gourmet sauces
- Conducted research on cold beverage bases for smoothies and frozen cappuccinos

“This is the year we're going to put Artista on the map as a major player in the specialty coffee and gourmet retail segments,” said Gardner. “Artista has a tremendous product line, rock star packaging, and we're building an experienced team that has executed in all areas of a successful syrup business before. It's a powerful combination.”

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“Artista is going to be one of the biggest brands we’ve ever created,” said Artista chairman Greg Figueroa, whose gourmet food companies have built several national brands. “Dean and his team are getting us there quickly.”

### **About Artista**

Artista Gourmet was founded in 2004 by a team of taste experts with deep experience in the specialty coffee and gourmet packaged goods business. The company offers a complete line of syrups, gourmet sauces and smoothie mixes to specialty coffee retailers, restaurants, bakeries – anywhere creative food & beverage professionals are found. Artista is distributed throughout the United States, Mexico, Canada, Australia, New Zealand, Central America and several European countries.

For complete information on Artista, please visit [ArtistaGourmet.com](http://ArtistaGourmet.com).

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