



News Release

Contact: David Figueroa
504.319.8196
david@artistagourmet.com

Artista Gourmet Adds Seasoned Business Development Execs

*Jon Whiteside and Linda Walton Bring Foodservice
& Retail Channel Expertise to Artista*

Dallas (TBD, 2006) – Artista Gourmet, a manufacturer of gourmet syrups, sauces and smoothie mixes, today named Jon Whiteside and Linda Walton as senior executives in partner development. Whiteside and Walton bring decades of experience in growing syrups and gourmet foods divisions.

Whiteside will focus on developing Artista’s coffee and foodservice offerings. He joins the company after leading national and chain accounts for several gourmet beverage companies. He was also National Sales Manager for Saquella USA and Stearns and Lehman where he worked with national accounts and developed nationwide distribution networks.

Walton will lead retail sales for Artista. She created the retail sales division for Torani Italian Syrup, and has led national sales programs for many other companies. “I am very excited about representing Artista Gourmet Syrups to the retail markets,” said Walton. “It is a premium gourmet specialty syrup line developed by people with an obvious passion for great gourmet foods! Artista Gourmet has outstanding flavor profiles and great cutting edge packaging and should be well received by all classes of trade.”

“We’re building the team to match the world-class products we’ve developed at Artista,” said Dean Gardner, president of Artista. “Jon and Linda are pros who know how to work with great product lines.”

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.

#