

# ARTISTA® GOURMET

News Release

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## **Seasoned Specialty Coffee Sales Exec Adds Extra Flavor to Artista Gourmet**

*Dean Gardner To Lead National Sales Effort  
for Artista Syrups, Sauces & IceBlended Beverages*

### **News Release**

**New Orleans (May xx, 2005)**— Artista® Gourmet, a manufacturer of gourmet syrups, sauces and smoothie mixes, today named Dean Gardner national sales manager.

Gardner brings tremendous experience in developing and supporting national distribution efforts in the gourmet syrups category, joining Artista after more than twelve years directing sales for both Torani and Da Vinci Gourmet. Gardner also ran a specialty coffee company for more than 8 years. He is a long time member of the SCAA and a certified barista trainer.

Gardner will direct sales for a debut brand that already boasts more than \$1 million in annual sales through specialty coffee retailers and national retail accounts, and enjoys distribution in Canada, Australia, New Zealand and several European countries. His initial focus will be on filling out Artista's distribution network in the U.S. and creating several new support programs built to assist distributors and retailers market specialty beverages more effectively.

"There has been tremendous growth in the specialty beverage business recently, but there is a pressing need for a syrup company that pays close attention to the day-to-day needs of the specialty retailer," said Gardner. "Artista has the best products and sharpest packaging of any company I've represented, but more importantly, this is a nimble group that recognizes the need to constantly serve the needs of our retailers with responsive, user-friendly products and services."

"To have a pro like Dean join the team is yet another positive response to the momentum we're creating at Artista," said CEO Greg Figueroa. "We had a huge response at the SCAA show. Retailers like the products, like the enthusiasm, and are hungry for partners who help them grow their business in real ways."

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Gardner noted that Artista offers several advantages besides high quality products and packaging, including reasonable prices that improve margins for distributors and retailers, better response and quicker turn times designed to meet real world needs, more efficient inventory management programs and enhanced recipe and point-of-sale support.

### **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, smoothie and iced-beverage mixes to specialty coffee retailers, restaurants, bakeries – anywhere creative food & beverage professionals are found. Artista is distributed throughout the United States, Canada, Australia, New Zealand and several European countries.

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

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