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## **LUVO APPOINTS CHRISTINE DAY AS ITS NEW CHIEF EXECUTIVE OFFICER**

***World-Renowned Athlete Derek Jeter Joins Executive Lineup as Partner, Brand Development Officer***

**ATLANTA, GA. (January 14, 2014)** – Luvo, the transformational lifestyle food brand, announced today additions to its executive lineup, appointing Christine Day, formerly CEO of lululemon athletica, as its new Chief Executive Officer, and Derek Jeter as Partner, Brand Development Officer.

Founded on one simple idea, Luvo’s core philosophy is about loving the food you eat: how it tastes, how it encourages a healthier lifestyle, and how it supports a more sustainable planet. Luvo seeks to revolutionize the way America eats by delivering great tasting, nutrient-dense food. Luvo’s easy-to-prepare entrée and snack offerings are flavored with creative combinations of herbs and spices, never using additives, artificial colorings or preservatives. The delicious, chef-inspired entrees are all under 500 calories and contain 500 mg of sodium or less.

“Christine’s unbridled passion for retailing and consumer insight adds an important component to elevate Luvo into the consumer mainstream,” said Luvo Founder and President, Stephen Sidwell. “We look forward to Christine’s guidance for the brand, helping Luvo take the lead in the national movement that delicious, nutrient-dense food can be affordable, convenient and easily accessible.”

Previously, Day served as Chief Executive Officer of lululemon athletica, where she was responsible for creating and executing the Company’s long-term business strategies, directing its continued development and reinforcing its position as a global leader of yoga-inspired athletic apparel.

Additionally, Day spent 20 years with Starbucks where she learned the intricacies of high-growth business development in a strong cultural company. She held several key senior management positions, most recently as President of its Asia Pacific group. She also served in various capacities including Senior Vice President, North American Finance and Administration and Vice President of Sales and Operations for Business Alliances.

“Joining a team of professionals with such a strong track record is quite appealing, and the growth opportunities that are available for Luvo are endless. I am most excited about getting back into the food industry,” said Day. “In a short amount of time, Luvo has set itself apart in the industry. It has placed a real premium on providing great-tasting prepared food with high-quality ingredients, while making it nutritious and without excessive cost. Luvo is well-positioned for the future, and I look forward to working with the leadership team and our retail partners to take the brand to the next level.”



## **All-Star Joins Luvo's Lineup**

Joining the Luvo executive team in a newly formed role of Partner, Brand Development Officer, Jeter was inspired by the brand's unique combination of taste, nutrition, and innovation. He will be involved in product development as well as enhancing brand awareness. He will also support Luvo's charitable endeavors, help create strategic partnerships, and offer counsel on other relationships that are developed in the sports and nutrition world.

"Eating well and maintaining a healthy lifestyle have become important priorities in my life and are critical to ensuring my peak performance on and off the field," said Jeter. "I believe in the vision of the Luvo team and look forward to helping them positively impact health and wellness in our country by changing the way we eat."

"Derek takes nutrition quite seriously. As a top athlete, he is sensitive about how he fuels his body," added Sidwell. "What many people don't realize is that beyond his athletic talent, Derek is an incredibly smart business professional with an authenticity that immediately connects him with his millions of fans. He brings a lot of great ideas to the table—not just on the tactical level, but about how we are executing our vision and how to move that vision forward."

Equally as important to Luvo's leadership is its powerful lineup of partnerships and alliances that will help propel the Luvo brand. Luvo celebrity ambassadors include actress Jennifer Garner, Pittsburgh Steelers strong safety Troy Polamalu and noted physician and wellness specialist, Dr. Mark Hyman.

Among the notable partnerships are Delta Air Lines, which started serving Luvo snacks on their new 15-times daily West Coast Shuttle between Los Angeles and San Francisco, with plans to expand to more flights and destinations, and Compass Group USA, the leading foodservice management company in the United States.

## **About Luvo**

Luvo was founded on a simple idea: To love our food — how it tastes, what it does for our health and how it makes us feel nourished and happy. Luvo develops, manufactures, markets and sells healthy retail food products, including flatbreads, soups, and fresh and frozen ready-made entrees. Luvo works with its suppliers to ensure the quality of its ingredients, giving top consideration to eco-friendly practices that promote sustainability and ethical sourcing and products that are environmentally sound and health-sustaining. To learn more about Luvo, visit [www.luvoinc.com](http://www.luvoinc.com), like us on Facebook and follow @LuvoInc on Twitter.

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