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MATTSON ANNOUNCES AL BANISCH AS EXECUTIVE VICE PRESIDENT

Seasoned Veteran to Lead Key Client Growth and Strategy at the Food & Beverage Industry's Preeminent Innovation Firm

FOSTER CITY, CA February 15, 2017 – Mattson, Silicon Valley's resident Food & Beverage Innovation firm, today announced the appointment of Al Banisch as Executive Vice President, New Product Strategy. In this newly-created role, Banisch will lead key client work and build Mattson's front-end innovation strategy practice, leveraging his extensive experience in both client and agency settings.

Most recently, Banisch served as Managing Partner and lead client relationship partner at Sterling-Rice Group, a brand-building firm. He began his food career with H. J. Heinz, where he served in senior brand and general management roles. During his tenure at Heinz he implemented the Red Rocket initiative, then the most significant investment and restructuring plan in Heinz Ketchup history, driving record market share and double-digit sales and profit growth. Between these two positions, he served in Senior Vice President roles at Visa USA and at Centura Health.

Banisch has extensive experience in business strategy, consumer insights, branding, and innovation across all channels of the food industry. His relationship with Mattson began almost two decades ago when he engaged the firm to develop a line of value-added tomato products for Heinz. "I have long admired Mattson's unique insights-to-commercialization capabilities, and I am delighted to be joining such a well-respected firm and so many incredibly talented teammates," said Banisch.

"Al brings a unique and invaluable perspective to our work at Mattson. His experience, across his entire career, provides our clients with an expertise that will drive world-class innovation and promote expert strategy that inspires growth," said Justin Shimek, CEO of Mattson.

"We could not be more thrilled to have Al join the Mattson team to help us lead our clients into the future of food innovation" added Mattson President, Barb Stuckey.

Outside of work Banisch serves as a Stephen Minister, working 1:1 to assist men experiencing the challenges that life often brings. He has led the Stephen Ministry at his church in Colorado for the past decade, and looks forward to continuing the ministry in California.

ABOUT MATTSON

MATTSON is one of the largest independent food and beverage innovation firms in the North America. Since 1977, Mattson has worked with a wide variety of food companies from large multinationals to first-time food entrepreneurs, helping them identify disruption opportunities and develop those insights into delicious new food and beverage products. Mattson has helped launch close to 2,500 individual SKUs and 100s of restaurant menu offerings. Mattson is 100 percent employee-owned, and headquartered in Foster City, California, at the intersection of San Francisco's vibrant culinary scene, California wine country's food and beverage culture and Silicon Valley's spirit of innovation. In its 20,000 sq. ft. development facility, Mattson has scale-up capabilities to address the needs of food service and consumer packaged goods clients. Mattson is a leader in identifying food and beverage trends, leveraging these into opportunities, designing distinctive brands and packaging and formulating award-winning products.

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