



## COMPANY BACKGROUNDER

Over 40 years ago Galaxy Nutritional Foods Inc. created the cheese alternative category and is proud to remain America's leading provider of great tasting cheese-free products. Today, under Galaxy's new brand GO VEGGIE, the company continues to innovate and offer consumers with food sensitivities or seeking healthier alternatives more cheese-free choices. Across its product portfolio - Lactose Free, Lactose & Soy Free and Dairy Free & Vegan - GO VEGGIE offers 55 products throughout the United States and Canada including shreds, slices, blocks, grated topping and cream cheese in a range of flavors. GO VEGGIE Lactose Free and GO VEGGIE Dairy Free & Vegan products can be found in the produce section of grocery stores nationwide. GO VEGGIE Lactose & Soy Free and GO VEGGIE Dairy Free & Vegan products are available in natural food stores nationwide.

For more information and recipe ideas, please visit: [www.goveggiefoods.com](http://www.goveggiefoods.com).

**GO VEGGIE** has set the stage for healthy cheese alternatives for decades. In 1972, Galaxy's founder, Angelo Morini, introduced the first low fat, cholesterol and lactose free cheese alternative at a time when cheese free products were unheard of. As a result, Galaxy Foods was created in 1980 and launched a revolution marketing cheese alternatives to mainstream grocery and natural foods stores. In 1987, Galaxy announced its public offering and successfully raised funds for an unprecedented long-term growth plan to expand its production capability and sales. With the development of its plant based and Vegan products, Galaxy quickly gained market share and has continued to lead in innovation ever since.

At Galaxy's inception, brands included Formägg (lactose free), Soyco (soy nutritious), and Soymage (Vegan). 1995 was a breakthrough year of "firsts," as Galaxy introduced the first soy free rice-based line of cheese products, as well as the first cheese alternative made with organic tofu. That same year, Galaxy introduced the world's first pareve kosher, 100% dairy free individually wrapped cheese slices as Soymage Soy Singles. Shortly thereafter, Galaxy expanded its Soyco branded products to Canada.

Today, North Kingstown, Rhode Island-based GO VEGGIE is owned by a private equity firm. More people than ever are turning to plant-based diets to help prevent obesity, heart disease, cancer, type II diabetes, hypertension, and other life-threatening conditions beyond allergens. More people are also embracing vegetarian eating as an easy, cost-effective way to reduce environmental impact. Under the leadership of CEO Brian O' Farrell, the company has met these growing demands by expanding its lactose free and vegan product lines, improving formulations for exceptional taste and melt and uniting all products under a singular brand, GO VEGGIE.

## PRODUCT OVERVIEW

Dedicated to catering to a variety of tastes, dietary restrictions and health goals, GO VEGGIE offers three lines of more than 55 products across the United States and Canada including shreds, slices, blocks, grated topping, deli slices, spread & dip minis, bars and dairy free cream cheese in a range of flavors. GO VEGGIE products make excellent ingredients contributing to both sweet and savory recipes, from simple grilled cheese sandwiches to elaborate cheesecakes.

---

### LACTOSE FREE GOVEGGIE®

These products contain milk protein/casein and come in a variety of flavors in singles, shreds, blocks and grated topping. The line is cholesterol free, contains 0g of trans fat per serving and is rich in calcium. GO VEGGIE Lactose Free is for individuals who have a lactose intolerance or are simply looking to eat healthier by cutting back on lactose in their diets.

---

### LACTOSE & SOY FREE GOVEGGIE®

These products contain milk protein/casein, yet are lactose free, gluten free, cholesterol free and have 0g of trans fat per serving. They contain no soy and are free of preservatives. GO VEGGIE Lactose & Soy Free products are available in singles, shreds, blocks, bars and deli slices in a variety of flavors. New products include Bars and Deli Slices in both White Cheddar and Sriracha flavors.

---

### VEGAN GOVEGGIE®

These products are completely dairy free and vegan. They contain no milk protein/casein. The Vegan line is gluten free, non-GMO and free of preservatives. GO VEGGIE Vegan is available in singles, spread & dip minis, shreds, blocks, grated topping and cream cheese in a variety of flavors. New products include the Spread & Dip Minis in Chive & Garlic flavor.

The GO VEGGIE Lactose Free and GO VEGGIE Vegan can be found in the produce section or natural set of traditional grocery stores across the country. GO VEGGIE Vegan and GO VEGGIE Lactose & Soy Free can be found in the dairy section of natural food stores. To find a store location visit <http://www.goveggiefoods.com/where-to-buy/>.



[goveggiefoods.com](http://www.goveggiefoods.com)



## COMPANY BIOS

It takes one great idea to launch a company like GO VEGGIE®, but many people working together to, well, put the “GO” in GO VEGGIE Here, true leadership spans across internal and external advocates committed to providing cheesy delight to those who seek healthier options.

## KEY LEADERS

### **BRIAN O’FARRELL, Chief Executive Officer & Chief Financial Officer**

**Favorite GO VEGGIE Product: New Lactose & Soy Free White Cheddar Deli Slices**

Mr. O’Farrell joined the company as Chief Financial Officer in 2009, bringing extensive experience in finance and operations working both with consumer packaged goods and in mergers and acquisitions. In 2011, he was also appointed Chief Operating Officer, overseeing all of the companies’ departments, with the exception of sales and marketing. As of August 11, 2015 Brian was promoted to Chief Executive Officer of Galaxy Nutritional Foods Inc. Prior to Galaxy Nutritional Foods Inc. Mr. O’Farrell most recently served as the Vice President of Finance at American Power Conversion (APC), the \$4 billion IT business unit of French conglomerate, Schneider Electric (Paris: SU.PA). Prior to APC, he served as President and CEO of a consumer products start-up company, and led it through its evolution from concept to its successful sale. From 1996 to 2002, Mr. O’Farrell was managing director at Bennett Management Corp, a private investment company specializing in distressed securities investments. From 1992 to 1996, Mr. O’Farrell was senior Vice President and Director of Operations for Newstart Factors, a financial investment entity based in New York. Mr. O’Farrell holds a B.A. in Economics from Boston College, a Diploma in Financial Analysis from New York University, and a Chartered Financial Analyst® (CFA®) designation. He currently serves as the President of the North Kingstown Youth Lacrosse League and coaches youth hockey.

### **WHITNEY VELASCO-AZNAR, Vice President of Marketing**

**Favorite GO VEGGIE Product: New Lactose & Soy Free Sriracha Snack Bars**

Ms. Velasco-Aznar joined the company as Vice President of Marketing in 2014. She brings a combination of classic CPG experience from Fortune 500 multinationals General Mills, Nestlé, Mars and Hormel Foods with natural foods experience from Koala Springs and Beyond Meat companies. In her twenty-plus year tenure, she has acquired a broad skill set from building a brand and running a business to leading teams and creating innovation. She has helped lead and drive growth for some of the world’s most beloved brands, like icons Cheerios®, SPAM®, and M&Ms® as well as up-and-comers Beyond Meat® and Wholly Guacamole®.

Most recently, Velasco-Aznar served as the Vice President of Marketing for Beyond Meat, a plant-based meat alternative startup based in El Segundo, California. There, she helped expand retail distribution and launch new products. Previously, she was Vice President of Marketing for the \$1 billion Grocery Products division for Hormel Foods in Austin, Minnesota and spent more than 12 years in various global marketing roles at General Mills around the globe.

She earned an MBA from the Kellogg Graduate School of Management at Northwestern University in Evanston, IL and a BS from the Kelley School of Business at Indiana University in Bloomington, IN.

### **SABRINA MAK, Director of Sales**

**Favorite GO VEGGIE Product: Lactose Free Smoked Provolone Flavor Slices straight up, with crackers, or in a decadent (but healthy) grilled cheese sandwich**

Ms. Mak joined the company as Director of Sales in 2011. She has extensive experience managing and mentoring sales professionals focused on various classes of trade from natural food to the produce department. Previously, she was Trade Marketing Manager at Fruit Patch, Inc. overseeing all aspects of the company's trade marketing programs for fresh commodities like stone fruit and table grapes. From 2003 to 2009, Ms. Mak worked at Ballantine Produce where she was promoted from Director of Trade Marketing to Director of National Sales, primarily responsible for developing and managing trade programs and national accounts for fresh commodities. From 2000 to 2003, she was Vitasoy USA's National Sales Manager. Her natural foods experience began in 1995 with Yves Veggie Cuisine as the Western Regional Sales Manager focusing on sales in all classes of trade for the western region of the United States. Ms. Mak holds a B.S. in Business Administration from San Francisco State University.

## **AMBASSADORS**

GO VEGGIE has enlisted talented and passionate brand ambassadors with expertise in lactose + gluten free living, nutrition + healthy lifestyle, and vegan cuisine + Vegan living, including:

### **JENNY ENGEL and HEATHER GOLDBERG of Spork Foods, GO VEGGIE Chef Ambassadors – Vegan Cuisine + Vegan Living**

**Favorite GO VEGGIE Product: Vegan Chive & Garlic Cream Cheese and New Vegan Spread & Dip Minis**

Los Angeles based Spork Foods is a gourmet vegan food company owned and operated by sisters Jenny Engel and Heather Goldberg. They offer live vegan organic cooking classes in Los Angeles at Spork Foods ([www.sporkfoods.com](http://www.sporkfoods.com)) and an online video cookbook at [www.sporkonline.com](http://www.sporkonline.com). Their cookbook, Spork-Fed, is currently in stores, with a foreword by fellow fans Emily and Zooey Deschanel. Heather and Jenny are Chef Ambassadors for two major brands, GO VEGGIE and Setton Farms. They teach all over the country and the world reaching over 10,000 people a year. Jenny and Heather train home cooks and chefs at universities, resorts and corporations worldwide.



For inquiries contact:  
Whitney Velasco-Aznar, Vice President of Marketing  
Galaxy Nutritional Foods Inc.  
Phone: 401-667-5000 ext 144  
Email: wvelasco@goveggiefoods.com

**BRIAN O'FARRELL NAMED CHIEF EXECUTIVE OFFICER FOR GALAXY NUTRITIONAL FOODS;**  
**RICK ANTONELLI NAMED CHAIRMAN OF THE BOARD**

**North Kingstown, RI — August 11, 2015** — Effective August 3, 2015, Mr. Brian O'Farrell, will be promoted to Chief Executive Officer of Galaxy Nutritional Foods Inc. Mr. Rick Antonelli, current CEO, will take the position of Chairman of the Board for Galaxy and will maintain close ties with the operations and continued development of the company. "Brian and I have managed this business together since day one. I have the utmost confidence in his abilities. His leadership, work ethic and business knowledge are unmatched," said Mr. Antonelli.

Mr. O'Farrell has been with Galaxy for over six years and currently serves as the company's Chief Financial Officer and Chief Operating Officer. He will maintain these roles and there are presently no plans to make any other organizational changes. O'Farrell has been involved in all aspects of the business since joining the company, including the transition of the company from a public to private entity and the relocation from Orlando, Florida to North Kingstown, Rhode Island. He has been responsible for the successful completion of multiple transitions in finance, production, logistics and operations during his time at Galaxy.

"It's an exciting time to get this opportunity here at Galaxy," said O'Farrell. "My first few years at Galaxy, along with Rick, were focused on establishing the company on a solid foundation in order to take the business to the next level and I think we have accomplished that goal. I have been fortunate that Rick has been an outstanding mentor and included me in all areas of the business during his tenure and I am very grateful that he will be staying on as the Chairman. We have a number of exciting new products hitting the market currently, a strong pipeline of new ideas and the strongest and most dedicated team we have had since I have been here. I am honored to have the opportunity to work with this group and excited for what lies ahead."

Prior to joining Galaxy in 2009, O'Farrell served as the Vice President of Finance at American Power Conversion (APC), a \$4 billion IT business unit of French conglomerate, Schneider Electric (Paris: SU.PA). Prior to APC, he served as President and CEO of a consumer products start-up company and led it through its evolution from concept to its successful sale. From 1992 to 2002, O'Farrell held various senior management positions at a New York investment firm specializing in distressed and special situation investments.

"We have had the pleasure of working with Brian since our purchase of Galaxy and continue to be impressed with his business acumen and leadership skills. We have absolute confidence in his ability to manage all aspects of the business and see it to the next level – his extensive knowledge of the business, market and operations will create a seamless transition. We also would like to thank Rick for his dedicated service to date and look forward to his future contributions as Chairman," said Mr. Justin Jacobs, Managing Director of Mill Road Capital and Board member for Galaxy.

## **About GO VEGGIE®**

Over 40 years ago Galaxy Nutritional Foods Inc. created the cheese alternative category and is proud to remain America's leading provider of great tasting cheese-free products. Today, under Galaxy's new brand GO VEGGIE, the company continues to innovate and offer consumers with food sensitivities or seeking healthier alternatives more cheese-free choices. Across its product portfolio – Lactose Free, Lactose & Soy Free and Dairy Free & Vegan – GO VEGGIE offers 53 products throughout the United States and Canada including shreds, slices, blocks, grated topping and cream cheese in a range of flavors. GO VEGGIE Lactose Free and GO VEGGIE Dairy Free & Vegan products can be found in the produce section of grocery stores nationwide. GO VEGGIE Lactose & Soy Free and GO VEGGIE Dairy Free & Vegan products are available in natural food stores nationwide.

For more information and recipe ideas, please visit: [www.goveggiefoods.com](http://www.goveggiefoods.com).

# # #



For inquiries contact:  
Allison Houle, Marketing Manager  
Galaxy Nutritional Foods Inc.  
Phone: 401-667-5000 ext 106  
Email: [ahoule@goveggiefoods.com](mailto:ahoule@goveggiefoods.com)

**THE ONLY THING THAT'S CHANGED IS EVERYTHING:  
GO VEGGIE® BRAND GOES ALL GREEN**

**North Kingstown, RI — September 14, 2015** — GO VEGGIE® is a brand reinventing itself in an effort to broaden its appeal to health-conscious as well as special dietary consumers. Coming off the heels of several new product launches, it is another bold move from GO VEGGIE, the creator and leader of the cheese alternatives category.

The GO VEGGIE brand goes all green and unveils a fresh, new logo and packaging design across its product range, rolling out across stores now. It is the latest step in the company's ongoing commitment to provide consumers with helpful information to make informed food choices. The new packaging features key benefits of GO VEGGIE's products, such as 50% more calcium and protein and 50% less calories and fat than ordinary cheese, in an easy-to-understand layout. It also has a clear, leaf-shaped window so consumers can see what they are buying – an important factor for food shoppers.

What's new with GO VEGGIE? "Everything," says Whitney Velasco-Aznar, Vice President of Galaxy Nutritional Foods. "After listening to our consumers, we've revamped our packaging to make it easier to understand our product segmentation and health benefits. And we found that these benefits were not only important to people with dietary restrictions and food allergies, but also to more mainstream, health-conscious consumers." She adds, "Our former packaging lacked a brand identity on shelf and the color-segmentation confused consumers. With this redesign we unified the range, making us more identifiable and approachable."

**About GO VEGGIE®**

Over 40 years ago Galaxy Nutritional Foods Inc. created the cheese alternative category for health-conscious consumers and is proud to remain America's leading provider of great tasting cheese-free products. Today, under Galaxy's new brand GO VEGGIE, the company continues to innovate and offer consumers with food sensitivities or seeking healthier alternatives more cheese-free choices. Across its product portfolio – Vegan, Lactose Free, and Lactose & Soy Free – GO VEGGIE offers 55 products across the United States and Canada in a wide variety of formats like shreds, singles, blocks, grated topping, spread & dip minis, bars, deli slices and cream cheese in a range of flavors. GO VEGGIE Lactose Free (green banner) and GO VEGGIE Vegan (purple banner) can be found in the produce section of grocery stores nationwide. GO VEGGIE Vegan and GO VEGGIE Lactose & Soy Free (blue banner) are available in natural food stores nationwide.

For product information, recipes, and more, visit [www.goveggiefoods.com](http://www.goveggiefoods.com). Follow GO VEGGIE on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

# # #