

# Prepared Foods

## BFY Brands: Leading a Healthy Snacking Rebellion



NEW PRODUCTS  
CONFERENCE

BRINGING INNOVATORS FACE TO  
FACE WITH THE FUTURE OF FOOD

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BFY BRANDS:  
LEADING A HEALTHY  
SNACKING REBELLION

**PAUL NARDONE**  
CEO  
BFY BRANDS

OUR LITTLE  
**REBELLION**  
BORN IN FLORIDA. BY

**SPEAKER:**

**Paul Nardone**

*CEO*

*BFY Brands*

Don't look now but there's a new generation of healthier snacks to give consumers more healthful and flavorful options than ever before. Among those leading the charge is BFY Brands, Liberty, N.Y., which just introduced Our Little Rebellion, a family of non-GMO, gluten-free popped snacks including the fast-growing PopCorners line, Bean Crisps and Crinkles. Come hear BFY's CEO Paul Nardone talk about snacking behavior and popped snacks revolution.

Nardone is a proven consumer packaged goods executive with more than 25 years of experience successfully leading and growing innovative food and beverage brands. His background includes leadership posts at Sherbrooke Capital, Angie's BOOMCHICKAPOP, Immaculate Baking Co. and Stirrings. Nardone's career in the better-for-you space began in 1993 at Annie's Homegrown, where he served in numerous senior roles, including as CEO from 1999 to 2004. As CEO of Annie's, Nardone developed and executed a comprehensive growth strategy that increased retail sales and created an industry-leading brand platform.

Paul Nardone is a seasoned natural industry pioneer with a vision to create an American snacking revolution. As CEO of BFY Brands, the parent company of Our Little Rebellion, Nardone brings more than 25 years of experience successfully leading and growing ground-breaking food and beverage brands in the wellness space, with a voracity for epic sales, marketing and brand-building strategies.

Prior to joining BFY Brands, Paul was an operating partner at Sherbrooke Capital, a growth capital private equity firm focused on the healthy, active and sustainable living market. While at Sherbrooke, Nardone focused on driving growth across the firm's healthy food and beverages portfolio, including serving on the Board of Directors for Angie's BOOMCHICKAPOP.

Nardone's vocation in the better-for-you space began in 1993 at Annie's Homegrown, where he served in numerous senior roles, including as CEO from 1999 to 2004. As CEO of Annie's, Nardone developed and executed a comprehensive growth strategy that increased retail sales and created an industry-leading brand platform. From 2008 to 2013, Nardone served as president and CEO of Immaculate Baking Co., where he led the company to become the top-selling natural brand in the \$2 billion refrigerated dough category before it was acquired by General Mills. Before his time at Immaculate Baking, Nardone was president and CEO of Stirrings from 2004 to 2008, a leading branded maker of premium cocktail mixers.

Nardone received his MBA from Columbia Business School with a concentration on Marketing and Management. When he's not conceiving the next phase to bring change to the American snacking category, you can find him riding his bike or coaching a basketball team.

Learn more about the [Prepared Foods New Products Conference](#).