

News Release
For Immediate Release

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Natural & Specialty Industry Veteran, Dan Krause, Joins Bradmer Foods

Baltimore, MD -- (November 11, 2013) – Bradmer Foods, LLC (“Bradmer Foods”), a Baltimore-based natural and specialty food focused venture capital firm, is pleased to announce the addition of industry veteran, Dan Krause, as Managing Director. Dan will assume the day-to-day responsibilities of Bradmer Foods and spearhead the firm’s efforts to consult in the natural and specialty industry. Dan is a former General Mills and McCormick executive with over twenty years of experience in both traditional grocery and specialty.

“He brings a wealth of experience and knowledge to our practice and can add value to any size organization from start-ups to mature national companies with significant market share,” says Adam Borden, Bradmer Foods’ founder. Dan can bring to bear his expertise in the following areas:

- Brand Marketing and Sales
- Business Plans and Strategic Growth
- Cost and Pricing Strategies
- Trade Promotion Execution
- Customer Insights and Training
- U.S. Import Entry
- Coaching
- Investments and Valuations
- Organization and Operations

About Bradmer Foods

Bradmer Foods is a consulting and investing firm that partners exclusively with natural and specialty food and beverage businesses to help them grow their brands. Bradmer Foods works with food and beverage entrepreneurs through management and best practice consulting, delivering years of industry experience in ways that enhance a company’s existing processes. Bradmer has previously consulted to numerous manufacturers, importers and distributors and also invested in six brands. Learn more about Bradmer Foods at <http://www.bradmerfoods.com>.