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Exotic Coffees,
**Mainstream
Appeal**

**TEABAGS TAKE
A NEW FORM**

**DO THE MOST TO
CONTROL YOUR ROAST**

ARGENTINE MATE SCENE

Beverage Industry Leader Ken Sadowsky Joins Bai as an Investor and Advisor

Bai Brands announced that Ken Sadowsky, a beverage industry leader who serves as executive director of the Northeast Independent Distributors Association (NIDA), has agreed to become an investor and advisor. Bai Brands produces the fast-growing Bai and Bai5 lines of beverages powered by the coffee-fruit, one of nature's most powerful antioxidants.

Sadowsky has more than 20 years of operational experience in the beverage industry, with a vast network of relationships with distributors and industry leaders and entrepreneurs. As executive director of NIDA, he oversees a network of leading multibrand beverage distributors covering nine states. In recent months, Bai has reached distribution agreements with several members of NIDA to significantly enhance distribution of Bai and Bai5 throughout the Northeast.

Sadowsky also serves as a senior beverage advisor to Verlinvest, a Brussels-based investment holding company founded by the family tied to Interbrew (now Anheuser Busch InBev). He was a principal of Atlas Distributing Inc., overseeing the non-alcoholic beverage division, which he created in 1988 and grew from \$50,000 in sales to more than \$16 million by 2007. Sadowsky was a director of Energy Brands, Inc. (Glaceau), makers of Glaceau vitaminwater, smartwater, and fruitwater, from 2000 to 2006. He currently sits on the board of directors of All

Market Inc., a private company that makes Vita Coco coconut water, and Hint Inc., a private company based in San Francisco that makes Hint Water.

Comax Hires On Gary Long And Alexis Dobrasz To Join Sales Team

Comax Flavors announces two key new additions to its sales organization: Gary Long as southeastern regional sales manager and Alexis Dobrasz as midwest account representative. In their new positions, they will be responsible for current account management as well as new business development.

Prior to joining Comax, Long held the position of national accounts executive at Edlong Dairy Flavors for 26 years. His industry background also includes five years of experience as a production supervisor and six years as an R&D/QA manager. Long is a graduate of the University of Kentucky.

Prior to joining Comax, Dobrasz spent five years in research and development at Sensient Flavors in the position of food technologist, dairy solutions. Before that, she worked as a quality control technician. A member of IFT, Dobrasz earned her B.S. from Purdue University in 2000.

Mont Blanc Gourmet Director Of Business Development Named To Utz 'Good Inside' Foundation Board

Mark Crawford, director of business development at Mont Blanc Gourmet, was recently appointed to the board of directors of Good Inside Foundation, the U.S. board supporting the Utz Certified Program, to educate and build awareness in the North American market. Utz Certified is a worldwide certification program that sets the standard for socially and environmentally responsible coffee production and sourcing. It works to create an open and transparent marketplace for agricultural products, and it provides the assurance of responsible coffee production and sourcing that coffee drinkers expect.

Furthermore, in just over five years Utz Certified has grown to be one of the leading coffee certification programs worldwide, and is now expanding to become a multicommodity program.

At Mont Blanc Gourmet, Mark develops and manages key account relationships with national coffee roasters and national chains. Before joining Mont Blanc Gourmet in 2008, Mark worked with Espresso Specialists, Inc./Franke, RealTime Coffee Drive Thrus and Caffeine Machines, all located in the Pacific Northwest. On behalf of Franke, Mark worked with McDonald's U.S. McCafe project in its development team for three years – the largest deployment of espresso coffee to date in the world.

Mark has more than 20 years of experience in the specialty coffee industry and has been involved in starting espresso coffee programs in venues all across the country. He is a contributing writer for Fresh Cup, Specialty Coffee Retailer and Roast magazines and is a frequent presenter at national industry conferences and summits.



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