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## **FOR IMMEDIATE RELEASE**

### **Food Industry Veteran Bill Otto Given Joins Fig Food's New Board of Advisers**

Baltimore, MD – September 17, 2014 – [Fig Food Company](#) announced today from Natural Products Expo East that Bill Otto will join the company's board of advisers as its first member, according to Fig Food founder Joel Henry.

Otto, who is currently director of grocery sales/branded for cereal manufacturer Weetabix NA, including the Barbara's Bakery brand, brings three decades of leadership experience in food industry sales and marketing to Fig Food's board.

"Bill's presence on our board affords us access to his broad base of industry knowledge," Henry said. "As we continue to grow, his counsel will be instrumental to our success."

Prior to Weetabix, Otto held leadership positions with sales/marketing agency Advantage Sales & Marketing, where he managed various food, health and beauty sales divisions. He also held sales and marketing management positions at Kraft Foods.

"Fig Food's passion for delicious, healthy, organic food, combined with Joel's experience and success in the food industry is very appealing to me," Otto said. "The company has the potential to be a powerful thought leader in the food realm, and its increasing success bolsters the business case for convenient, nutritious and sustainable food."

Otto is the father of three grown children and resides in Hartsdale, NY, with his wife, Maria.

All Fig Food products are Certified Organic by [Oregon Tilth](#), Kosher by [Natural Food Certifiers](#), and Certified Vegan by [Vegan Action](#). Named after the first domesticated

crop in history, Fig Food celebrates the first organic farmer with 100% plant-based recipes made with only fresh, organic ingredients. Based in New York, Fig Food Co. is a [B Corporation](#), certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. Founder Joel Henry created Fig Food after more than 20 years experience in the food and beverage industry, including operational and strategic leadership roles at the Campbell Soup Company, Kraft Foods and Warner-Lambert.

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