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## **Ready Pac Foods Appoints Nestlé Veteran Innovator Galit Feinreich as Director of Innovation**

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**Irwindale, Calif. (October 21, 2016)** - Ready Pac Foods, Inc., the premier producer of convenience fresh foods, salads and produce, has appointed **Galit Feinreich** as Director of Innovation out of its Irwindale, Calif. facility. With more than 20 years of experience in innovation and strategy, Feinreich will be in charge of the Company's R&D function, which includes Product Development and the Culinary Team. This is an important role for Ready Pac Foods as the fresh food industry continues to experience unprecedented growth in response to consumer demand.

Feinreich spent almost half of her career at Nestlé USA where she most recently led white space innovation and strategy for the Company's Confections and Snacks division. During her 12 years at Nestlé, Feinreich developed numerous new products including a completely new incremental product segment in seasonal – Easter Egg Hunt Kits. She also worked on two product lines, Crunch® Girl Scout Bars and Skinny Cow® Divines Chocolate, which received Product of the Year awards. Her contributions were also recognized with the Nielsen Breakthrough Innovation award for the launch of the Skinny Cow® Chocolate line.

"What drew me to this role was the opportunity to think about the future of food and help shape the next wave of fresh food innovation for a rapidly growing Company like Ready Pac Foods," said Feinreich. "I'm excited to bring my expertise to a company that values nutritious and healthy food products as much as I do."

Before her time at Nestlé, Feinreich worked in the marketing and advertising departments for Interwoven, Inc., Homestore (formerly Move.com) and Hawk Aviation, Ltd. In these roles, Feinreich played a key part in the strategic development and creative execution for numerous media and product launches.

Feinreich joined Ready Pac Foods in July and reports directly to Chief Marketing Office (CMO) Tristan Simpson.

### **ABOUT READY PAC FOODS:**

Home of the original Bistro Bowl® complete meal salad, Southern California-based Ready Pac Foods has been giving people the freedom to eat healthier for more than 45 years as a premier producer of convenience fresh foods and fresh cut produce. With processing facilities throughout the United States, Ready Pac Foods manufactures a complete range of products featuring fresh produce and protein under the company's Bistro®, Ready Snax®, Cool Cuts® and elevÄte™ brands. Offerings include fresh-cut salads, fruits, vegetables, snacking and complete meals distributed where consumers buy groceries and in restaurant chains across North America. For more information, visit [www.readypac.com](http://www.readypac.com)

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