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Todd Kluger, Branding Expert, Joins Lundberg Family Farms® as Marketing VP

Veteran Food Marketer Strengthens Management Team at Top Organic Rice Producer

Richvale, Calif. (April 2, 2009) — Lundberg Family Farms®, America's leading producer of organic rice and rice products, names Todd Kluger its new Vice President of Marketing, the company announced today.

A veteran food marketer and brand management expert, Kluger has earned a reputation for moving brands closer to consumers by anticipating their needs and responding to changing demand with innovative products and messages. In his new position, Kluger will apply that skill to strengthen the Lundberg brand's relationship with consumers. In addition, Kluger's broad food industry experience adds depth and breadth to the executive management team, which includes several members of the third generation of the Lundberg family.

During the past 15 years, Kluger gained extensive food sales and marketing experience at top food manufacturers, including Roman Meal, Starbucks, the Essential Baking Company and The Essential Chocolate Company. Among the qualifications he brings to his new position is a proven ability to refresh and expand established brands by being first to identify emerging trends.

"Todd's brand-building experience and commitment to the organics movement combines both the skills and values we were looking for," said Grant Lundberg, CEO of Lundberg Family Farms®. "As a family-owned and operated business, it's important that we attract top outside talent that complements our strengths and brings fresh perspective to our management."

More....

[LUNDBERG FAMILY FARMS](#)

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TODD KLUGER, VP OF MARKETING 2-2-2-2-2-2-2

Todd Kluger joins Lundberg from his previous role as Vice President of Sales & Marketing at Roman Meal, where he created and launched a new whole-grain platform of product lines as part of a comprehensive marketing strategy involving distributors, retailers and, ultimately, consumers.

At the Essential Baking Company, he created a new line of bakery products to respond to consumer demand and launched that company's e-commerce web site. As a Brand Manager for the Starbucks Coffee Corporation, Kluger most notably extended and protected the Starbucks brand by creating brand guidelines and architecture for Frappacino, Tazo Tea and Starbucks ice cream. Kluger also co-founded and served as Vice President of Marketing for the Essential Chocolate Company, which became Theo Chocolate.

Kluger holds a B.A. in Mass Communications and Marketing from Washington State University Pullman and from Japan University in Tokyo.

"It is a tremendous honor to lead the marketing efforts of Lundberg Family Farms and guide their organic, natural and sustainable brand to new opportunities," said Kluger. "Lundberg's product quality, environmental sustainability and corporate responsibility are a great fit for the eco-conscious consumer."

Since 1937, the Lundberg Family has been growing rice and producing rice products at their farms in the Sacramento Valley. Lundberg Family Farms uses eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information or to view our new pasta recipes, visit www.lundberg.com.

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