



Beatrice Companies, Inc.
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Beatrice Premier Foods to Become Cuppedia

PHOENIX -- Beatrice Premier Foods has announced that Beatrice Premier Foods they will changed its name to Cuppedia. Ms. Anna Marie Carter, The who is current president of Beatrice Premier Foods, Ms. Anna Marie Carter, will remain as president of Cuppedia, and Mr. Nikos Ligidakis will be vice president.

Cuppedia is Latin for delicacies, which is appropriate and more definitive for the quality of this business and its offerings.

"Our decision to make this change is reflected in our review of Beatrice assets and business structure, and the Beatrice Premier Foods business would be better suited under the direct control of both Ms. Carter and Mr. Ligidakis." DeWitt Hoopes President, CEO & CTO of Beatrice Companies, Inc. said. Mr. Hoopes went on to say that, "Premier Foods is unique, where it is a business that works directly with chefs that have created their recipes and formulas, but need an outlet to help distribute their products. Premier Foods was specifically created just for that, and has always been a separate business unit within Beatrice Foods Co. Premier Foods, which will become Cuppedia, will still be promote the same business philosophy, but will have greater control of how its business operates."

Cuppedia will become wholly independent on June 1st, 2016, and the My Greek Father's Recipes, and Chef Anna Marie brands will be the current premier brands of Cuppedia, with more to follow. Tarasov Herbal Dressing & Sauce will remain part of Beatrice, and will not be part of the transition.

All inquiries regarding this transition should be directed to Beatrice Companies, or to Cuppedia via their website; cuppedia.com.

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About Beatrice

Beatrice Companies, Inc. (www.beatriceco.com) manufactures and distributes high quality food products for the wholesale and retail markets, through our business units; Beatrice Foods Co., Beatrice Distribution, Inc., Beatrice International, Inc., and Beatrice Mercantile Exchange, Inc. Beatrice also has two non-food subsidiaries, Beatrice Consumer Products, Inc. that sells Beatrice products through our Beatrice Direct web site, and Beatrice Technologies, Inc. which is an IBM Business Partner that is authorized in the IBM Power, IBM Storage Systems, Lexmark product lines and Lenovo ThinkPad, ThinkVision, ThinkCentre, and ThinkVision products, CommScope structured cabling, and markets to the Enterprise and Public Services sectors.