



Beatrice Companies, Inc.
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Cuppedia Logo Unveiled

PHOENIX -- Beatrice has unveiled the new corporate logo for Cuppedia, and the new logo will be used on all internal and external materials representing the company.

"The new logo, which pays homage to the former Beatrice corporate identity used from June 2007 to August 2015, will show a historic linkage to Beatrice, yet will convey strength, innovation and integrity in the spin-off business." DeWitt Hoopes President, CEO & CTO of Beatrice Companies, Inc. said. Mr. Hoopes went on to say that, "A logo can say much about a company, but the most important element is of course the people that work for the company, and who also manage the company. The logo and name are perfect matches, and the unique sprouting fruit image was always a favourite when implemented in the past, and will serve Cuppedia well into the future."



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., and Beatrice Distribution, 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, as well as Lexmark product lines and Lenovo ThinkPad, ThinkVision, ThinkCentre, and ThinkVision products, CommScope structured cabling, and markets to the Enterprise and Public Services sectors.