



## Just Desserts Announces the Addition of Dean Gold as Vice President of Sales

*Fast Growing Just Desserts adds food industry veteran*

**San Francisco, California – March 19<sup>th</sup>, 2018** – Just Desserts announced today the appointment of Dean Gold as Vice President of Sales. Gold served as a sales executive during the past 10 years for the Kraft Heinz Company, and prior to Kraft he spent 9 years with the Dannon Company.

“Dean has an exceptional track record in sustaining and building premium brands and working closely with retail partners to enable long term success. We are excited have him join our leadership team,” said Michael J. Mendes, CEO, Just Desserts. “As we continue to grow, Dean’s prior experience in large, successful sales organizations will serve us well as we build out our business in the future.”

Just Desserts’ Organic and Vegan offering is growing rapidly and the Grab and Go Organic Cupcake line commands the leading market share for Organic baked goods. “While Just Desserts’ traditional offering has established itself as a superior quality dessert brand, the Organic and Vegan offering distinguishes itself in the market for providing superior quality and value. I look forward to expanding the Just Desserts’ portfolio to new channels and retail partners,” noted Mr. Gold.

Over the past two decades, Dean has advanced in key sales management positions working with the Club, Grocery and Mass Merchandiser channels. Dean was successful in expanding distribution and increasing sales with quality brands that featured exceptional packaging, making him particularly well suited to lead Just Desserts’ premium offering. “Dean has a broad retail background, and brings extensive experience working closely with customers. He has earned trust with large national retailers by demonstrating a high level of service and reliability. He has experience leading cross functional teams to effectively drive innovation, which will be critical for the continued growth of Just Desserts,” added Mendes.

### **About Just Desserts**

Just Desserts is an artisan-inspired baking company that makes premium desserts and wholesome sweet snacks that are sold in grocery and convenience retailers from coast to coast. Just Desserts was founded in San Francisco in 1974 with a passion for making the most delicious clean label desserts that are always hand-crafted and made from quality kitchen pantry ingredients.

For more information on Just Desserts, please visit: [JustDesserts.com](http://JustDesserts.com)

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