



**FOR IMMEDIATE RELEASE**

## **Whole Foods Veterans Join BeyondBrands as Co-Founders**

***Sarno Brothers and Errol Schweizer bring decades of natural and organic products expertise to new BeyondBrands' Conscious Products Collective***

NEW YORK, August 22, 2016 – Derek Sarno, Chad Sarno and Errol Schweizer have joined BeyondBrands' Conscious Products Collective to co-chair the company's Food, Beverage and Conscious Cannabis verticals. All three industry superstars come to BeyondBrands with decades of senior-level experience from Whole Foods Market, the longtime leader in natural foods retailing and disruptive product development.



New BeyondBrands Co-Founders from left, Derek Sarno, Errol Schweizer and Chad Sarno

"As we build BeyondBrands' Food & Beverage verticals to be among the best in the world in formulating and marketing high-quality, sustainable and healthy products, we could not ask for a better group of partners to lead that vision into the future," said Renee Loux, chair of BeyondBrands Food practice.

Added Eric Schnell, BeyondBrands co-creator, "We could not be more honored or excited to have Derek, Chad and Errol join us as founding advisors and partners in our new global agency. We know that their experience, relationships and insight into the world of sustainable, plant based and healthier foods will benefit our clients beyond measure for years to come."

Chad Sarno held leadership positions from 2009-2013 at Whole Foods Market as Global Healthy Eating Coordinator, Senior Culinary Educator and Global Media Spokesperson for Healthy Eating. Chad is a world



renowned expert within the plant-based culinary space with formulation and education roles for more than 20 years. In his current role at Rouxbe Cooking School as VP of plant-based education, Chad has partnered with numerous healthcare professionals to bring culinary education into the forefront of the wellness and prevention conversation. Chad has been contributing chef to numerous recipe books, including New York Times bestseller Crazy Sexy Kitchen with Kris Carr.

Derek Sarno is the former Global Executive Chef of R&D for Whole Foods Market, where he was responsible for launching and developing the company's Healthy Eating directive and standards from 2009–2016. With his vast expertise in recipe development and concepts with plant-based innovation, Derek was also charged with supplier partnership collaborations. At Whole Foods Market, he oversaw national product R&D for the \$3 billion dollar prepared foods department with a main focus on healthier, plant-centric sustainable foods and methods.

The Sarno Bros are currently working on the launch of the Wicked Healthy Cookbook and preparing for the launch of the Wicked Healthy brand for the market at large.

Errol Schweizer was the lead merchandiser and negotiator for the largest and most profitable department at Whole Foods Market for the last seven years in his role as VP of Grocery, before joining BeyondBrands. With a decade in Natural and Organic purchasing leadership, a strong operations background and almost 20 years' natural products industry experience, Errol was selected as one of the Top 25 Retail Leaders and Game Changers of 2015, by Supermarket News.

Errol has been a trend setter on Organic and Non-GMO foods, as well as Chia, Hemp, Halal and Kosher products, Fair Trade, Green cleaning products, Pastured and humanely raised animal products and more. Errol has also been featured in interviews in the New York Times, BevNet, CNBC, CNN.com, The Wall Street Journal and Forbes.

"On behalf of Derek and Chad, we believe the model that exists at BeyondBrands will serve the natural products industry in a way that hasn't been done before. We are confident that the collective expertise of this SuperTribe will not only co-create some of the most disruptive brands of the next decade, but will serve as role models and mentors to entrepreneurs who need the type of guidance and support that only a group of such industry veterans can deliver. This collaboration and shared expertise is what will drive the conscious products movement forward," said Errol Schweizer.

## **About BeyondBrands**

Assembled by Steaz and I AM Co-Founder Eric Schnell, and Under the Canopy and MetaWear Founder Marci Zaroff, a team of senior-level natural lifestyle and eco-conscious experts is co-creating the future of full-service executive-level services and brand incubation and acceleration. This newly formed Conscious Products Collective, comprised of specialists from the most respected natural and organic food, beverage, fashion, beauty and conscious cannabis/nutraceutical companies to the most recognized consumer



brands in the world, passionately and collaboratively delivers results for partners and clients.  
For more information, visit [www.beyondbrands.org](http://www.beyondbrands.org).

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