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BEYONDBRANDS SUPERTRIBE TO TAKE EXPO EAST BY STORM

NEW YORK, September 19, 2016 - BeyondBrands is heading to Baltimore to attend Natural Products Expo East, September 22-24. And this time it's coming in force.

The event marks the official east coast kickoff of BeyondBrands, with a dozen-plus senior members to learn about new brands and meet with principals regarding ways to accelerate growth across a variety of natural products categories.

The Conscious Products Collective, as BeyondBrands describes itself, is a consulting and product development firm specializing in natural and mission-driven companies in key verticals, including food, beverage, fashion, beauty products, therapeutic cannabis and nutraceuticals.

The firm is the creation of Marci Zaroff and Eric Schnell, both leaders in the natural and sustainable fashion, food and beverage industries.

Zaroff is the founder of Under the Canopy and MetaWear and sits on the Board of Directors for the Organic Trade Association (OTA). Schnell is the co-founder of Steaz, a leading organic and fair trade tea brand which recently sold to an international strategic. A leader in natural food, beverage and therapeutic cannabis, Schnell has advised countless brands on business strategy, distribution and marketing. Schnell led the first major fund raise for RUNA, a fast growing organic team brand that boasts actors Channing Tatum and Leonardo DiCaprio as individual investors.

Recently, BeyondBrands announced the addition of three former Whole Foods Market executives to its co-founding team: Derek Sarno, former Global Executive Chef, Chad Sarno, former Senior Culinary Expert and Errol Schweizer, former VP of Grocery. All three have been actively advising clients on product development and go-to-market strategies.

The BeyondBrands team will participate in and sponsor a number of Expo events, including Natural Products Business School speaking engagements, luncheon educational roundtable and judging of the New Product Pitch-Slam and award presentations. In all, BeyondBrands will have over a dozen members of its SuperTribe attending to meet with prospective partner brands to advise on strategies to grow their businesses

In addition, BeyondBrands is pleased to announce several new clients at the Expo East tradeshow:

- Roar Performance Beverages – BeyondBrands is leading go-to-market strategy and execution for the brand’s new line of USDA Organic Electrolyte Infusions.
- Baja Etherials – BeyondBrands is creating the product and go to market strategy of a full line of innovative products utilizing the Damiana flower or Fleur de Amor (the flower of love).
- Chateau Maris and Robert Eden Sustainable Vineyards - an exceptional portfolio of biodynamic and organic wines. BeyondBrands is creating the global business strategy and marketing support for this roll up of six sustainable French wines.
- Sherpa Power – A unique brand of Ayurveda inspired USDA Organic and non-GMO teas, that sources its ingredients from Nepal and the foothills of the Himalayas. Sherpa Power was awarded the 2016 Nexty Award at Natural Products Expos West.

“We couldn’t imagine when we launched BeyondBrands just nine months ago, that we would be working with such visionary clients. We see this as the beginning of redefining the Conscious Products movement and the valuable impact it has on the marketplace and the world,” says Eric Schnell, Co-Visionary of BeyondBrands.

To contact BeyondBrands to schedule an appointment to discuss your brand, contact Jon Lapham, Biz Dev Guru at 951-215-9684 or jlapham@beyondbrands.org.

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 70+ member Conscious Products Collective, dubbed the SuperTribe, is 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. **Visit BeyondBrands at www.beyondbrands.org.**

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