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**RW Garcia Appoints New Sales Director,
To Support Expansion into Additional Markets**

*Leading Snack Maker Expands Leadership Team
with Grocery Industry Veteran*

San Jose, Calif. – Jan 5, 2016 – RW Garcia, the family-owned-and-operated leading maker of artisan corn-based snacks, announced today that Kai Mitchell has joined the growing company as the Director of Sales. In her new role, Mitchell will be responsible for sales team leadership, driving revenue, and will also contribute to marketing and business strategy.

“I am thrilled to join the RW Garcia family as they look to further expand their very successful business,” said Mitchell, who brings to her new position more than two decades of experience as a buyer in the grocery category. “It is a special family and a special company. Their commitment to creating delicious and healthy snacks in a sustainable, thoughtful way is inspiring.”

Based out of the San Jose, CA corporate office, Kai will be primarily responsible for developing sales strategies aimed at increasing product distribution in new markets, while further building awareness and consumer availability of the RW Garcia brand.

“We are very excited to welcome Kai to the team,” said Margaret Garcia, Executive Vice President of Sales & Marketing for RW Garcia Co. “Her extensive experience in the natural food market is a great fit for our goal to expand business worldwide.” said Margaret Garcia, RW Garcia’s co-founder and vice president of sales. “The increasing demand for healthy snacks has lead us to expand our innovative gluten free snack line, and I’m confident that Kai will play a vital role in increasing our distribution channels domestically and internationally.”

About RW Garcia

Founded in 1982 and based in San Jose, California, RW Garcia is a family owned and operated artisan maker of high quality organic and all natural corn-based snacks. RW Garcia is committed to sourcing the finest ingredients available, and all of its products are made from stone ground non-GMO corn, contain no additives or preservatives, are verified non-GMO and are certified gluten free. The company is also dedicated to making the world a better place through sustainable practices. RW Garcia operates manufacturing facilities in Las Vegas, Nevada, and Lincolnton, North Carolina, and its unique products can be found throughout North America, as well as in Europe and Australia. For more information, please visit www.RWGarcia.com. Additional information is available on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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