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Nu-Tek Food Science Appoints New President and Chief Operating Officer

Brian Boor Promoted to Lead Global Growth for Innovative Health & Wellness Company

Minnetonka, Minn. (June 19, 2014) – [Nu-Tek Food Science](#), a company pioneering the ability to prepare and enjoy great tasting, better-for-you food through sodium reduction, today announced that Brian Boor has been named president and chief operating officer (COO). Boor is now responsible for overseeing day-to-day operations, ensuring efficiency and that the company’s mission and goals are aligned. He previously served as senior vice president of sales and business administration.

Boor has a long-standing history in the food ingredient industry. Prior to joining Nu-Tek Food Science, he served as senior vice president of global sales and customer operations for Olam International’s Spices and Vegetable Ingredients unit. He also spent six years at ConAgra Foods, Inc., where he served as vice president of sales and customer operations.

“Since joining the executive team, Brian has proven to be an outstanding asset and tremendous value to the business, showing exemplary leadership skills and organizational talent,” said Tom Manuel, CEO of Nu-Tek Food Science. “I look forward to working with Brian to expand our business impact and continuing our work towards making a substantial contribution to global health and wellness.”

“It’s both an honor and a privilege to be named president and COO of Nu-Tek Food Science,” Boor said. “It is highly motivating to work for a company with a culture that places the consumers’ health, well-being and enjoyment as the highest priorities in what we do. The opportunity to play a greater role in driving our mission of bringing products to market that provide great taste and improved nutrition is truly exciting.”

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About Nu-Tek Food Science

The mission of Nu-Tek Food Science is to help create great-tasting and affordable food that enhances global health and wellness. As leaders in the development of sodium-reduction technology, Nu-Tek Food Science has partnered with some of the world’s largest food manufacturers and quick-service restaurants to overcome the industry challenge of sodium reduction in foods that is cost-effective and delivers great taste. For industrial use, Nu-Tek Food Science offers NuTek Salt, a revolutionary and naturally sourced potassium salt that is great-tasting, affordable and improves nutrition. NuTek Salt replaces traditional sodium-based salt on a one-to-one basis using potassium, a necessary nutrient. For consumers, Nu-Tek Food Science offers Salt for Life™, a packaged blend of potassium and sea salt for use at-home, providing 70 percent less sodium than table salt.

Nu-Tek Food Science, funded in part by an investment from Khosla Ventures, is headquartered in Minnetonka, MN with offices in Omaha, NE and Washington, DC. *Fast Company* highlighted the company as one of just a few companies that Bill Gates has recognized as “Shaping the Future of Food.” You can find further product information, recipes and retailers online at www.nuteksalt.com or www.saltforlife.com.