



Contact

Nichole Latiolais
Director of Marketing
540.256.1183
nichole@eatgusto.com

FOR IMMEDIATE RELEASE:

Gusto Farm to Street Names New VP of Brand and Marketing

(McLean, VA) – September 23, 2019 - Gusto Farm to Street, a DMV-based fast casual restaurant specializing in healthy, customizable farm fresh salads and fast fired pizzas, today announced the addition of a new Vice President of Brand and Marketing and additional regional marketing support for DMV and NC. Gusto has solidified its management and corporate infrastructure to support aggressive expansion.

Gusto Founder and CEO Joshua Grim appointed Meg Schiffman as Gusto's new VP of Brand and Marketing. Schiffman brings over 15 years of Brand and Marketing experience to Gusto, most recently having led marketing at CAVA, another fast casual with local DC-area roots. She joined CAVA at 9 locations, where she initially helped lead their eponymous CPG business to significant year over year growth and rapid expansion in Whole Foods nationally. Her role expanded to include brand marketing and campaign strategy, digital marketing, paid media, communications and experiential, and she played an integral role in the brand's acquisition of Zoës Kitchen. During her tenure, the brand was named a top 50 most innovative companies by Fast Company.

Schiffman comes with an extensive background in food-focused health and wellness brands. She led the Mid-Atlantic region for glaceau vitaminwater, ultimately purchased by Coca Cola, then moved on to lead field marketing Muscle Milk, where she also helped launched their women's protein shake, Evolve. Prior to CAVA, Schiffman helped manage 80% of Honest Tea's brand portfolio, including the Honest Kids line.

“Josh and the Gusto team have done an incredible job crafting a menu that is both healthful and truly craveable,” Schiffman said. “The opportunity to be a foundational part of building a world-class brand is a challenge I can't wait to take on alongside the rest of the Gusto family.”

A Tar Heel born and bred, Schiffman earned her undergraduate degree from the University of

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North Carolina at Chapel Hill. She brings seasoned perspective from her extensive experience in emerging brands within both the fast casual and CPG spaces to help continue the growth and



development of Gusto Farm to Street. Schiffman joins Nichole Latiolais, current Director of Marketing. Latiolais joined Gusto in 2017 from the Le Pain Quotidien and Jason's Deli brands.

In addition, Joi Green and Nina Stapleton were hired as Gusto's Regional Sales and Marketing Coordinator, holding combined over 15 years of sales building, events, and marketing experience. Green came to Gusto after building and expanding sales for Live Nation and Stapleton came to Gusto after building sales and repeat business with Cardinal Travel.

As Gusto prepares to open multiple new locations, Grim notes, "We are setting ourselves up for success, not only by establishing a strong financial backing, but also adding a team of experienced brand and marketing professionals to our already successful Gusto family." Gusto currently has three locations in Montgomery County, MD, one location in Fairfax County, VA, one location in Charlotte, NC and one location in Raleigh, NC. Gusto has plans to open a second location in Raleigh in 2019, two locations in Charlotte and two locations in Virginia in 2020

For more information, please visit www.eatgusto.com or contact Nichole Latiolais, Gusto's Director of Marketing.

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