

Drew Brooks
Professor Mack
Writing and Editing
Word count: 685

GREEN MOUNTAIN NATURAL PRODUCTS INC. ANNOUNCES INTERNATIONAL EXPANSION AND NEW PRODUCTS

For Immediate Release

(STOWE, Vt., October 29, 2020) –

Green Mountain Natural Products Inc. announced today that it will be expanding internationally and has hired Leonard Stevenson as its vice president of international business. The company also plans to add new products to its product line and will outline the details of its expansion and products at its annual sales convention on November 5.

The company's expansion extends the company into the European markets of the United Kingdom, Italy, Germany, and France. It has already hired a country manager in these countries and has been recruiting salespeople. To handle the expansion, it plans to hire Leonard Stevenson as its vice president of international business. Along with the expansion, the company will be adding 20 new products developed through customer feedback and gel form nutritional supplements to its product line.

The company has recently been awarded the Medal of Excellence from the Natural Foods Association and the "Fastest-Growing Direct Seller Award" from the Direct Selling Association.

The move to expand into European countries comes after the company's sales force has grown to over 44,000 people in the U.S. and Canada. "Extending our company into Europe is a no brainer," said Kalista Weaver, the company's chief executive officer. "With how quickly we've grown in North America, why not capitalize on the international market?"

Green Mountain Natural Products will be hiring Leonard Stevenson as its vice president of international business to manage the expansion. Stevenson spent the last six years as Whole Foods Inc.'s vice president for North America. Stevenson says he is "thrilled to be joining such a quickly growing company" and has "no doubt that it will excel overseas."

To accompany its expansion, the company will roll out 20 new items and add nutritional supplements to its current line of 43 organic spices and various other natural foods.

After listening to feedback from customers over the past year, the company plans to add 20 new items that include spice mixes, dried fruits, and a new category of "power seeds" that will include pumpkin and acai seeds.

-MORE-

“Our company’s direct selling technique is built around our commitment to a personal experience,” Weaver says. “So, to go along with this, we wanted to make sure we took our customers’ interests and requests to heart and gave them what they want.”

Along with these items, the company will be adding 10 nutritional supplements to the product line. These supplements will range from vitamins and minerals to other healthy ingredients that promote good energy and health. These supplements will be sold in gel form. Weaver noted, “Our nutritional supplements are unique and better than competing brands because our gel technology is more easily absorbed by the body.”

The company’s full plans will be outlined at its annual sales convention which is being held a week from today on November 5 in the Manchester Convention Center in Manchester, N.H.

The convention will also have three professional chefs who appeared in the Netflix series “Executive Chef” attending as guest speakers.

“This convention is going to be our best yet,” says Weaver. “It’s an exciting time for our company and I can’t wait to share the full news of our expansion and new products with our supporters.”

About Green Mountain Natural Products Inc.

Green Mountain Natural Products Inc. is an award-winning direct selling company headquartered in Stowe, Vermont. It was founded in 2002 by Kalista Weaver, who is currently serving as the company’s chief executive officer. It is committed to producing and selling high quality organic products. To ensure quality, Kalista Weaver mixes the company’s spice blends, sources all of the company’s products from food producers around the world, and oversees the entire production process herself. The company has won over 25 awards for its products in various health food competitions in North America. Most recently, the company was awarded the Medal of Excellence from the Natural Foods Association and the “Fastest-Growing Direct Seller Award” from the Direct Selling Association for 2019.

Contact:

Drew Brooks
Communications Manager
drew.brooks@greenmountainnatural.com
802-555-6789

###