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WESTERN REGION SALES MANAGER ENGAGED BY J.C. MEIER JUICE COMPANY

CINCINNATI, OH – The John C. Meier Juice Company announces that it has contracted with Jim Start of Diversified Sales Team as a regional sales manager representing the Meier’s portfolio for the western region of the United States. Diversified Sales and Mr. Start began representing Meier’s on July 1, 2012.

Diversified Sales principal, Jim Start has more than 18 years of experience in retail and wholesale grocery sales, distribution and marketing as a national sales manager. Mr. Start will provide his knowledge and consultation of the western region non-alcoholic beverage market. He will also provide leadership in national distribution network specialties and continuing to develop an extensive retail infrastructure for Meier’s brand beverages.

Located in Salt Lake City, Utah, Mr. Start will be collaborating with the existing sales team of Mid-West Regional Sales Manager, Ron Lombardo and Vice President of Sales and Marketing, Paul T. Lux. “We are enthusiastic about this addition to our team. Jim’s depth of industry experience, as well as his knowledge of the West Coast chain business not only complements our corporate values, but also helps us to achieve the same positive growth we have seen so far in the mid-west” said Lux.

By crafting new products and launching a new label design, the John C. Meier Juice Company is welcoming a new generation of sparkling juice enthusiasts, while continuing a long history of delighting customers with their established Meier's Sparkling Juice products. "Meier's has an exceptional history of producing high-quality, innovative flavor profiles for their sparkling juices. It's a great time for us to join the Meier family as they continue to distribute their signature products, while launching new juice labels and brands into the market" said Mr. Start.

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About John C. Meier Juice Company

For more than 120 years, the John C. Meiers Juice Company has produced premium quality fruit-based beverages, including 11 varieties of Sparkling Juice and 3 Still Juices. In July of 2012, the Company completed development and released their first 100% natural product line. In addition to being 100% natural, Meier's Essentials boasts no added sugar; no added color; and their signature "Sparkle," that has made the company a mainstay in the specialty beverage industry. Meier's Essentials is crafted in three special varieties.

In continuing a tradition of awards and recognition, Meier's Sparkling Pink Catawba Juice received a Gold Medal at the 2012 Riverside (CA) International Wine Competition. The company was founded in 1890, when John Conrad Meier discovered of a method of bottling fresh grape juice while maintaining its delicate flavor. For more information, as well as product descriptions and general brand information, visit www.meiersjuice.com.

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