

More Than Gourmet Names Food Industry Veteran Bill Finnegan as President

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Bill Finnegan has been named president of More Than Gourmet (www.morethangourmet.com), one of the industry's premier providers of gourmet stocks and sauces.

Finnegan joined the company as vice president/general manager in 2005 and brings a 25-year career in new business and product development, branding, marketing and strategy and has spoken on branding at industry conferences. He has served diverse companies that include Oscar Mayer/Kraft Foods, Keebler, and Sandridge Food Corporation. His new role will include MTG's expanding international businesses.

'Since joining the company, Bill has made an immediate impact in expanding both our product portfolio as well as our distribution channels,' said CEO Brad Sacks. 'He has spearheaded our drive to extend beyond our traditional strength in classically made stocks and sauces, with an innovative strategy to create new opportunities in aseptically packed, ready to use, natural products distributed to food manufacturers, foodservice operations as well as our traditional gourmet retail sector. These new initiatives have enjoyed tremendous success and broadened the company into some of the fastest-growing sectors of the food industry.'

'This is an exciting period of expansion for the company, and Bill's leadership and food industry insights have been an important catalyst for us,' Sacks added.

Finnegan has been a speaker at food branding conferences and events, on topics ranging from new product platforms to food branding to executional strategy.

Founded in 1993, More Than Gourmet creates products for both the home gourmet and professional markets. Products are available as shelf-stable, or as frozen products for institutional customers that prefer that format. The company also develops custom sauces for special dishes as requested by its foodservice customers.

More Than Gourmet uses a unique blend of cutting edge food science with culinary cuisine. By utilizing the finest and freshest ingredients from top suppliers and developing proprietary processing techniques, the company is able to create for its professional and home gourmet customers an equal or better product than what can be produced by a trained Chef.

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