

NextFoods Appoints Sarah Kennedy as Chief Sales Officer to Accelerate Retail Growth

Veteran retail leader brings deep customer relationships and a track record of scaling modern consumer brands

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NextFoods, the parent company of GoodBelly and Cheribundi, today announced the appointment of Sarah Kennedy as Chief Sales Officer. In this role, Kennedy will lead retail sales strategy across the company's portfolio, accelerating new distribution, deepening customer partnerships, and supporting the company's next phase of profitable growth.

Kennedy is a seasoned sales executive with deep experience scaling purpose-driven consumer brands across grocery, club, and emerging retail channels. She

began her career at General Mills, working on iconic brands including Cheerios and Nature Valley, before moving into the natural and organic space, where she managed the Annie's portfolio and built long-standing partnerships with key retail customers nationwide.

Most recently, Kennedy served as Vice President of Sales at Harmless Harvest, where she was a member of the executive leadership team and led the sales organization through a period of rapid expansion. During her tenure, Kennedy worked side-by-side with retail partners to expand distribution thoughtfully, build high-performing sales teams, and drive consistent, profitable growth.

"Sarah has earned the trust of retailers by showing up as a true partner - commercially sharp, brand-forward, and execution-focused," said Marc Seguin, CEO of NextFoods. "As we invest behind GoodBelly and Cheribundi and expand our retail footprint, Sarah's leadership and deep



Sarah Kennedy

customer relationships will be instrumental in unlocking our next chapter of growth.”

“I’m excited to join NextFoods at a pivotal moment as both brands are poised to scale,” said Kennedy. “GoodBelly and Cheribundi have strong foundations, differentiated products, and meaningful white space at shelf. I look forward to working alongside our retail customers to grow distribution in ways that create lasting value for the brands and our partners.”

Kennedy holds a Bachelor of Science in Business Administration with a concentration in Marketing from the University of Florida. She lives in Oakland, California with her husband, Kevin, and their two children.

About NextFoods

NextFoods is redefining whole-body health with science-backed, natural nutrition designed for everyday performance. As the parent company of Cheribundi and GoodBelly, NextFoods delivers innovative functional food and beverage solutions that support gut health, recovery, and sleep. Founded in 2006 and headquartered in Boulder, CO, the company’s brands are trusted by elite athletes and health-conscious consumers alike and are available in more than 20,000 retailers nationwide and online. Learn more at cheribundi.com and goodbelly.com.

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