

NEWS Release

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DianaFood nutrition division selects Baker Dillon Group for brand marketing

CLOVIS, CA (April 1, 2018) – DianaFood, a world leader specializing in nutritional solutions made from natural ingredients, and nutrition division of German-based Symrise, has selected Baker Dillon Group to brand its proprietary blend of extracts made from two potent polyphenol-rich fruit, grape and wild blueberry, clinically proven to prevent age-related cognitive decline in healthy older adults.

Baker Dillon Group will create the brand and tagline, as well as promotional materials and public relations for the ingredients launch at SupplySide West in November.

DianaFood's nutrition division based in Rennes, France, offers well-being solutions for the food and consumer health industry and is committed to empowering health-conscious people to be active participants of their own wellness by delivering innovative, natural ingredient solutions that provide health, pleasure and trust. By utilizing these principles for the past 25 years, DianaFood has become the natural provider of high value, clean label ingredients and standardized nutritional actives.

"We of course are delighted to add another global client to our roster of supplement companies," said Sheldon Baker, Baker Dillon Group chief executive officer. "Through brand promotion our goal will be to generate a wide-range of new business opportunities for DianaFood.

For more information about Baker Dillon Group and its partnership with DianaFood, contact Sheldon Baker at sbaker@bakerdillon.com or direct at 559.287.7191.

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