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Kara Goldin to Keynote Fourth Annual BrandStorm™

SAN FRANCISCO, CA (September 18, 2018) – Kara Goldin, Founder and CEO of hint® , Inc., the San Francisco-based healthy lifestyle company, best known for its pioneering unsweetened flavored waters, will keynote the General Session at the fourth annual *BrandStorm™* on Thursday, February 21, 2019 in San Francisco, CA.

Goldin has earned numerous awards and recognitions that include being named among *Fortune's* Most Powerful Women Entrepreneurs, *Forbes' 40 Women to Watch Over 40*, *Fast Company's* Most Creative People in Business, *Fortune's* Most Innovative Women in Food & Drink 2015, and EY Entrepreneur of the Year 2017, Northern California. *The Huffington Post* listed her as one of six disruptors in business, alongside Steve Jobs and Mark Zuckerberg.

"Kara's innovative business born out of her personal desire to improve her choice of beverages is an inspiring story," said Mark Munger, Vice President of Sales & Marketing at 4Earth Farms and Chair of United Fresh's Produce Marketing & Merchandising Council. "As marketers, we all know how impactful authentic storytelling can be. I know Kara's story will inspire the BrandStorm audience this February."

Before launching her business in 2005, Goldin was the Vice President of Shopping and e-Commerce Partnerships at AOL where she led the company to \$1 billion enterprise from ground zero. In 2016, Kara launched *The Kara Network*, a digital resource and mentoring platform for aspiring and established entrepreneurs.

United Fresh members can attend BrandStorm for \$695 with discounts offered to marketing teams (from the same company) at the reduced rate of \$645 each when you register two or more colleagues. Non-members can attend for \$895. You can register here: www.unitedfreshbrandstorm.org. For more information about BrandStorm education, registration or to sponsor at the event, contact [Mary Coppola](mailto:Mary.Coppola@unitedfresh.org), Senior Director, Marketing & Communications at 202-303-3425.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.