



## **PRESS INFORMATION FOR IMMEDIATE RELEASE**

### **BRANTON WORRELL JOINS PROVA SALES TEAM AS SOUTHEAST SALES MANAGER**

Beverly, Massachusetts, May 20, 2020 – Pam deVries, General Manager, PROVA Inc., announced that Brant Worrell has joined the company as PROVA’s Southeast Sales Manager.

In making the announcement, Pam deVries stated, “I am excited to have Brant join the growing PROVA organization. He brings with him an exceptional background in the food, beverage and ingredient industries, one that will add to the robustness of our North American Sales Team.”

Mr. Worrell comes to PROVA from Illes, where he was the Director of Culinary Sales, dramatically expanding Illes’ sales in industrial accounts. Prior to that sales role, he was Illes’ Director of Culinary, working with sales teams to develop new products, customer presentations and a unique marketing trends tool to improve sales. He began his career at Illes as an Executive Research Chef and contributed to rapid company growth by emphasizing the importance of culinary and flavor development.

In his new role, Mr. Worrell will report to Anne Vlahos, Vice President of Sales for North America, who says, “I am excited to have Brant join our team and know that his experience in sales and key account management, his market-forward approach and culinary expertise will bring an added dimension to our North American Sales Team.”

Mr. Worrell, who holds a Bachelor of Arts in Political Science and an AOS degree from the Culinary Institute of America, will be based in the Dallas, Texas area. In addition to being a Certified Research Chef, he is an active member of the Research Chefs Association and the Institute of Food Technologists.

To arrange an interview with Mr. Worrell or other PROVA staff, please contact Maria Garvey, Delfino Marketing Communications, by phone at 914-747-1400 or by email at [maria@delfino.com](mailto:maria@delfino.com).



Brant Worrell

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*PROVA is a leader in the manufacture of vanilla, cocoa and coffee extracts and flavors for the food and beverage industry. When PROVA was founded in France in 1946, it brought an original extraction technology and soon became known as one of the world's major vanilla pod processors. Through its targeted and diverse focus on cocoa, coffee and vanilla, PROVA holds a strong position as a specialist in sweet brown flavors. In addition, PROVA offers a line of gourmet flavors that includes caramel, pastry and non-allergenic nuts. PROVA's headquarters in France features integrated processing of raw materials and product creation and development services which are complemented by a U.S. presence in Beverly, Massachusetts, where continuing expansions are underway. PROVA products are distributed worldwide through an efficient network of knowledgeable sales and technical professionals.*