

## **FLORIDA FOOD PRODUCTS REBRANDS AS VIBRANT INGREDIENTS TO REFLECT ITS BROAD PORTFOLIO OF NATURAL, CLEAN LABEL FOOD AND BEVERAGE SOLUTIONS**

*Rebrand Underscores the Company's Evolution into a Key Driver of Innovation for Brands, Manufacturers, and Foodservice Operators*

ORLANDO, Fla. (October 1, 2025) – Florida Food Products, the world's largest private-equity-owned natural ingredient supplier, today announced it has rebranded as **Vibrant Ingredients**. The new name and brand reflect the company's evolution into a comprehensive provider for the food and beverage industry, combining science, nature, and innovation to deliver next-generation clean label ingredient solutions.

The launch of Vibrant marks a significant milestone in the company's growth — from its beginnings as a single-site fruit and vegetable processor to a vertically integrated provider supporting customers across every stage of product development. As consumers increasingly seek natural and clean label solutions, Vibrant's 70-year heritage of delivering exceptional taste experiences and functional performance — brought to market with speed and precision — reinforces its new **Purely Better™** positioning. With four U.S. manufacturing sites, end-to-end support, and a portfolio designed to meet evolving consumer preferences, Vibrant enables customers to move faster from concept to commercialization without compromising quality, taste, or safety.

"Vibrant is more than a new name — it reflects who we are and how we operate," said Vince Macciocchi, CEO, Vibrant Ingredients. "It captures our focus on innovation, collaboration, and delivering solutions that shape the future of clean label food and beverage."

Vibrant's portfolio is designed to meet the evolving demands of consumers, including:

- Natural flavors
- Food protection and preservation
- Cold brew coffee extracts
- Tea extracts and essences
- Botanicals, fruits, and vegetables
- Functional nutrition
- Foodservice beverages

Vibrant partners with customers ranging from emerging brands to global leaders, providing formulation, flavor creation, and commercialization expertise. This integrated approach delivers cohesive product development and accelerates speed to market, which is a critical advantage in a rapidly changing consumer landscape.

“Vibrant is a name that speaks to both our legacy and our ambition,” said Jillian Hermanowicz, vice president of marketing and communications. “It reflects the diversity and depth of our portfolio, the creativity that fuels our innovation, and the optimism we bring to every opportunity.”

“Our new brand is intentionally different,” added Macciocchi. “It’s designed to spark new conversations, strengthen partnerships, and reflect the bold, collaborative spirit that will define our future.”

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### **About Vibrant Ingredients**

Founded in 1954, **Vibrant Ingredients** is a leading provider of natural, clean label ingredients and systems that power extraordinary food and beverage experiences. The company’s broad portfolio — including natural flavors, botanical extracts, functional nutrition, cold brew coffee, tea essences, and food protection solutions — enhances taste, texture, color, shelf life, and performance across a wide range of applications. Vibrant operates four state-of-the-art facilities across the United States and works with leading brands, manufacturers, and foodservice operators. With vertically integrated capabilities and a proven track record of innovation and execution, Vibrant helps customers accelerate to market without compromise. Learn more at [\*\*www.vibrantingredients.com\*\*](http://www.vibrantingredients.com)