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Entrepreneurs David Roth and Rick Bacher Embark on New Venture to Help Others “See Reality”

Founders of Breakthrough Retail Brand Position Themselves as Idea Stewards

CHICAGO, May 8, 2007—David Roth and Rick Bacher, the two co-founders of Cereality® Cereal Bar and Cafe, have stepped down from their posts at the Company and launched a new venture, working with leaders of other organizations in helping them stir up their own “big ideas.”

“Rick and I started Cereality back in 2001 as two entrepreneurs with a big idea, which we envisioned turning into an economic offering the public would embrace,” said Roth. “We never imagined that it would become such a brand of record and recognized as such a breakthrough, category-shifting business so quickly. We take great pride in the fact that our story inspires other entrepreneurs, as evidenced by the fact that the editors of *Chicken Soup for the Entrepreneur’s Soul* asked us to contribute a chapter, which we titled, “See Reality.”

Positioning themselves as idea stewards, the duo is setting out to work collaboratively with other industry executives, thought leaders and creatives to offer a wide range of services that they believe will help ignite, realize and sustain truly great ideas. “It’s not enough to just come up with a clever concept,” says Roth. “You have to have the discipline and systems to make that good idea sustainable. And you have to be able to articulate its essence in a vivid way. That’s what makes it a legacy.”

The pair’s work will range from structured ideation sessions to product/program design and development. They will also help clients focus on innovative branding strategies—leveraging strategic partnerships and cultivating a strong personality—hallmarks of their success to date. In addition, Roth and Bacher plan to continue giving keynote speeches where they are able to inspire others with the story of their unique entrepreneurial path.

From ‘Aha!’ to ‘Uh-huh.’™

Roth comments, “The lifespan of a truly great idea is that it starts with a revelation, an ‘Aha!’ moment, where you’re stirred up by something completely unobvious that suddenly seems totally right and it moves across a wide spectrum to the point where it is taken for granted when it becomes an ‘Uh-huh.’ moment.” That’s exactly the case with Cereality. And it’s a paradigm that will form the basis of their client work.

Roth and Bacher are particularly proud of the fact that under their leadership, Cereality won the coveted 2006 EXPY® Award for “Experience Stager of the Year” by Joe Pine and Jim Gilmore, authors of *The Experience Economy*. “Cracking that code and receiving that level of acknowledgement was one of the best parts of ‘our ride,’” explains Bacher. “It triggered an avalanche of interest from other entrepreneurs and industry leaders who follow Pine and Gilmore’s philosophy and we’ve been delighted to cultivate some terrific new relationships and opportunities where we can share some of our insights.”

About David Roth and Rick Bacher

David Roth founded and served as Chief Executive Officer and Chairman of Cereality Operators, Inc. from 2001 through 2007. He conceived of the first-ever cereal bar and cafe retail concept back in the late 1990's, inspired to create a home for cereal, away from home for the 95% of the American public who claimed to enjoy it. A marketing professional formally trained in human development and entrepreneurial by nature, he was keenly interested in the passionate and often wacky, deeply-rooted relationships consumers have with brand name cereals and saw an opportunity to build an enterprise retail model around this phenomenon. David got his first taste of entrepreneurial culture at Lotus Development Corporation back in the mid-'80s. After completing his graduate studies at Harvard Graduate School of Education, he carved a niche for himself as an expert in sensitive workplace communications, consulting to such companies as Bank of America and Wells Fargo. Turning to more personal interests, he launched *Palate and Spirit*, a specialty magazine that focused on the burgeoning culinary travel market. He then took over the brand development stewardship at Fodor's and Mobil Travel Guides, a division of Random House, where he was associate publisher. He also worked with *The New York Times* on business development opportunities in the food and travel categories. In 1997, David founded Custom Marketing Partners, a full-service marketing and brand development consultancy that focused on startups and early-stage companies, as well as legacy brands.

Rick Bacher founded and served as Chief Creative Officer and Director of Cereality Operators, Inc. from 2001 through 2007. He is the brain behind Cereality's look and feel, designing all elements of the brand experience — including its identity, café design and layout, packaging and all communications. In 2006, the Foodservice & Packaging Institute, in partnership with QSR Magazine, awarded Cereality/Rick first-place in “The WOW Factor!” category for Cereality's “My Cereal. My Way.®” custom-cereal-box. The Cereality Sloop™—the unique spoon-straw utensil—also received an award, in the same category. Rick's work has been acknowledged in various publications and is a featured case study in the design book *Designing Brand Identity*. As an art director and graphic designer, Rick has more than 20 years of experience in print, corporate identity/logo design, electronic media, and package design. He produced award-winning promotional pieces for HBO's “Sex and the City,” created new product packaging for Nikon and was art director for The James Beard Foundation. Rick holds a BFA from York University.

To have a conversation with David Roth or Rick Bacher visit www.getstirredup.com

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