



Lakeview Farms announces rebrand to Novus Foods

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Lakeview Farms, a trusted name in the food industry, announced that it will officially rebrand as Novus Foods effective July 1, 2025. This strategic move reflects the company's evolution, growth, and renewed focus on innovation and customer experience.

The name Novus, meaning "new" and "fresh" in Latin, symbolises a fresh chapter in the company's journey—one that honours its legacy while embracing the future of food.

"This rebrand is more than a new name—it's a reflection of who we are becoming," said Tom Davis, CEO of Novus Foods. "We're building on our strong foundation to bring even more thought leadership, innovation, and the highest quality ingredients to our customers, consumers and partners."

While the company's name and visual identity will change, its core values, leadership, and commitment to quality remain steadfast. All existing contracts, services, and relationships will continue without interruption.

Importantly, noosa Holdings, Inc. will continue to operate as a standalone entity under the Novus Foods umbrella. There are no changes to noosa's structure, leadership, or operations as a result of this rebrand.