

RÅF Foods appoints Des Hague as CEO to lead next phase of growth

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RÅF Foods, a food technology company redefining functional nutrition, announced the appointment of Des Hague as Chief Executive Officer and President. Hague will report to Jeff Sholl, Chairman of the Board, majority owner of RÅF Foods.

Hague brings decades of experience building, scaling, and transforming globally recognised consumer brands. His appointment marks a pivotal moment in RÅF Foods' evolution as the company accelerates growth and positions itself as a leader in living nutrition and performance-driven food systems.

"RÅF Foods has the potential to define the future of nutrition," said Sholl. "Realising that vision requires disciplined leadership with a global perspective. Des has a proven track record of building brands, developing world-class teams, and driving sustainable growth at scale. We are confident he is the right leader for this next chapter."

"RÅF Foods was built on the belief that food canâ??and mustâ??do more," said Susan Harlander, Board Member and Owner. "Des understands how to scale brands without losing their soul. His leadership ensures we stay grounded in our mission while building a company capable of lasting global impact."

Hague's appointment comes at a critical inflexion point for the global food industry. As consumers demand greater transparency, functional benefit, and environmental accountability, the definition of nourishment is rapidly evolvingâ??from

calories and convenience to vitality, longevity, and planetary health.

"We are entering a fundamental reset in how people think about food," said Hague. "RÅFoods is uniquely positioned to lead that shiftâ??delivering nutrition that is alive, effective, and scalable, while restoring trust between food, health, and the earth. I'm honoured to step into this role and work alongside an exceptional team to build a new standard in living nutrition."

Under Hague's leadership, RÅFoods will focus on accelerating innovation, strengthening its platform across retail and foodservice, and advancing its mission to make functional nutrition accessible to more people worldwide.