

FOR IMMEDIATE RELEASE

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New Business Development

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Raining Berries Adds New Business Development Position

New locations coming across Florida

Lutz, FL - Raining Berries is pleased to announce that Daria Leffel has joined the team as the head of New Business Development. With a focus on expanding to strategic markets through franchise sales, she will facilitate our growth and play an integral role in spreading our mission as a brand.

Daria, who grew up in Russia, was raised by chemist and geologist parents whose work and stories led her to develop a sense of adventure and curiosity at a very young age. These qualities helped her thrive in unfamiliar environments ever since. She obtained her degree in Geophysics from the Saratov State University in Russia, and shortly after, followed her husband to the United States.

With her love of people and passion for exemplary customer service, Daria found herself in the hotel industry and for the past ten years, has represented brands like Hilton, Marriott, IHG and Hyatt, as well as some of the top US management companies and hotel franchisors, including Interstate Hotels and Resorts, Baywood Hotels and Fulcrum Hospitality.

In 2013, Daria was recognized as the Sales Manager of the year for the highest year over year revenue growth, outperforming the rest of the Baywood Hotels Southeast Regional portfolio. 2017 marked her “Sales Excellence Award” with Interstate Hotels and Resorts as one of the top performers for significantly increasing the hotel’s market share and providing excellent sales prospecting and closing skills. In 2019, Daria accepted the role of Director of Sales with the Tampa-based company Impact Properties. She joined the Hyatt Place Tampa Wesley Chapel team to drive sales, grow brand awareness, and develop and inspire the sales team. She believes that people are the biggest asset to any company and that investing in your people proves to be the most critical and essential investment a company can make.

Daria says that the people at Raining Berries, “genuine, knowledgeable and passionate,” are what stood out to her. “At first glance, you fall in love with the environment, creative and inviting; at first taste, you fall in love with the quality coffee that is sustainably sourced, and real açai bowls. Once you experience the service, you want to keep coming back.”

Daria believes that the people we surround ourselves with, our families and friends, our leaders, people we work with and partners, has a direct and immediate effect on the quality of life; that is why she did not hesitate for a moment when she was presented with the opportunity to join the team under the leadership of Founder and CEO Bimal Bhojani, to share the vision and continue the story of Real People, Real Coffee, Real Life.

Raining Berries Corporate Team

For franchise inquiries, please contact Daria Leffel at the contact information listed above.