



## Lucia Weiler BSc., Registered Dietitian

Lucia is a nutrition communications professional and president of a consulting practice which specializes in marketing, education and regulatory affairs related to food and beverages. A food industry leader with over 20 years of progressive experience in innovation and strategy development, Lucia leverages her food science, business building expertise and network of associates for clients. Lucia partners with industry, consumers, health professionals and government in the development and execution of inspiring nutrition marketing and educational programs.

As a consultant, Lucia offers focused, results-driven service that blends strategic and technical expertise to bridge the gap between the skills of business managers, product developers and regulatory affairs practitioners. She helps clients respond to nutritional demands and identify future market and product opportunities. Lucia is well versed in Canadian legislation pertaining to food quality and labelling regulations which play a key role in the development and execution of food and nutrition marketing plans and wellness strategies. As the co-founder of Nutrition for NON-Nutritionists™ she offers innovative and insightful nutrition presentations and workshops. Lucia is a regular contributor to media and trade publications and is a co-editor for the nutrition section of Wellness Options Magazine.

Prior to starting her consulting practice, Lucia spent 14 years at Unilever Canada leading nutrition marketing efforts on brands such as Becel, Slimfast, Lipton, Red Rose, Hellmann's and Knorr. During her time at Unilever, she was a member of several North American and global brand project and industry association teams.

Lucia maintains extensive professional affiliations and promotes alliance building. She participated on the Scientific & Technical Advisory Committees for Food and Consumer Product Manufacturers of Canada, the University of Toronto Program in Food Safety and Regulatory Affairs and the Canadian Foundation of Dietetic Research. She served as Communications Council member for the National Institute of Nutrition and the Tea Association of Canada, and was a board member of the Canadian Food Information Council. She is a member of the College of Dietitians of Ontario, Dietitians of Canada, Society for Nutrition Education and Behaviour, Canadian Nutrition Society, Women in Food Industry Management and the Canadian Association of Food Service Professionals.

Lucia holds a Bachelor of Science degree in Nutrition and Food Chemistry from the University of Toronto, and an accreditation by the College of Dietitians of Ontario. She lives in Toronto and what she loves most about her job is the opportunity to form partnerships with clients and see them benefit from nutrition knowledge.

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