
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 OR 15(d) of
The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **November 30, 2007**

Innovative Food Holdings, Inc.
(Exact name of registrant as specified in its charter)

Florida
(State or other jurisdiction
of incorporation)

0-9376
(Commission
File Number)

20-1167761
(IRS Employer
Identification No.)

1923 Trade Center Way, Naples, Florida
(Address of principal executive offices)

34109
(Zip Code)

Registrant's telephone number, including area code: (239) 596-0204

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers

Effective November 19, 2007, we hired Mr. John A. McDonald as our Chief Information Officer, a position newly created to take advantage of Mr. McDonald's skills and expertise developed over his 20+ years of experience in the field of finance and information technology. Mr. McDonald will also be our principal financial officer and will assume several of our accounting responsibilities following the departure of our controller, Carol Houston.

From 2004 to 2007, Mr. McDonald worked as a consultant for Softrim Corporation of Estero, Florida, where he created custom applications for a variety of different industries and assisted in building interfaces to accounting applications (SBT, Quickbooks, Peachtree, Great Plains, Timberline, BusinessWorks). Since 1999 he has also been the president of McDonald Consulting Group, Inc. which provide accounts receivable, systems and accounting services to large multispecialty groups. From 1998 to 2001 he was Controller/Director of Reporting for Eye Centers of Florida and was responsible for the development and maintenance of all software systems. From 1996 to 1998 he was the Chief Financial Officer – Physician Services for Columbia/HCA of Fort Myers, Florida, where he managed \$25 million/year medical group, negotiated Managed Care contracts for the group, created referral tracking and systems to measure risk contracts and developed all reporting systems for the medical group. From 1995 to 1996 he was Operations Director for US Servis of West Orange, NJ, where he was Acting CFO for 2 health systems and developed billing and reporting systems for medical groups. From 1993 to 1995 he was Operations Administrator for HMO Blue of Newark, NJ, from 1987 to 1993 he was Manager, Financial Systems of Blue Cross Blue Shield, NJ and from 1984 to 1987 he was a financial analyst for Channel Home Centers of Whippany, NJ.

Mr. Sam Klepfish, currently our Interim President, has agreed to become our Chief Executive Officer and he will also serve in that position for our wholly-owned, operating subsidiary, Food Innovations, Inc.

Mr. Justin Wirenez, currently the Chief Marketing Officer of Food Innovations, Inc. will now also assume the role of President of Food Innovations, Inc.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits

<u>Exhibit</u>	<u>Description</u>
99.1	Press Release dated November 30, 2007

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

INNOVATIVE FOOD HOLDINGS, INC.

Dated: December 3, 2007

By: /s/ Sam Klepfish
Sam Klepfish, CEO

Exhibit Index

Exhibit

Description

99.1

Press Release dated November 30, 2007

Nov 30, 2007 11:34 ET

Innovative Food Holdings Inc. Announces Senior Management Changes

Company Selects IT Veteran for New Chief Information Officer and Appoints President, CEO and Executive VP of Procurement

NAPLES, FL--(Marketwire - November 30, 2007) - Innovative Food Holdings, Inc. (PINKSHEETS: IVFH) announced today that it has made several key changes to its management team.

Justin Wiernasz, currently the Chief Marketing Officer of Food Innovations, Inc., the Company's wholly owned, operating subsidiary ("Food Innovations"), will now also assume the role of President of Food Innovations. In addition, Sam Klepfish, currently the Company's Interim President, has agreed to become the CEO of both the Company and Food Innovations and Z. Zackary Ziakas our current COO will also take on the additional responsibility of Executive VP of procurement. Finally, the Company has hired John McDonald as its CIO, a position newly created to take advantage of John's skills and expertise developed over his 20 + years of experience in the field of finance and information technology. John will also assume several of the Company's accounting responsibilities following the departure of the Company's controller, Carol Houston.

Sam Klepfish, CEO of the Company and Food Innovations, noted, "We continue to strengthen our management team by key additions and through the assumption of additional responsibilities by our existing team. Given the day to day importance of our IT processes and controls, and the continued process of IT integration with our customers, and specifically with our largest customer, we made a decision to hire an experienced CIO, who, together with the rest of the management team, is positioned to take the Company to the next level."

Mr. Klepfish also noted, "We are delighted to appoint Justin Wiernasz as the new President of Food Innovations. In his role as CMO, Justin made great strides in our relationship with our largest customer and we are excited for him to continue, on a broader level, to help drive the Company forward in his newly expanded role." Mr. Klepfish further noted, "We are especially pleased that Z. Ziakas our current COO will now take on the additional responsibility of Executive VP of Procurement for Food Innovations. We believe that this additional role is a key position in the company and importantly, will allow Food Innovations to improve pricing and sourcing, and to further build on its unique position as a valuable source for the latest trends in gourmet food products.

Innovative Food Holdings, Inc., through its wholly owned subsidiary, Food Innovations, Inc., provides, with a commitment to chef level extreme quality and service, gourmet food products to discerning chefs throughout the United States.

This release contains certain forward-looking statements and information relating to Innovative Food Holdings, Inc. (the "Company") that are based on the beliefs of the Company's management, as well as assumptions made by and information currently available to the Company. Such statements reflect the current views of the Company with respect to future events and are subject to certain assumptions, including those described in this Release. Should one or more of these underlying assumptions prove incorrect, actual results may vary materially from those described herein as anticipated, believed, or expected. The Company does not intend to update these forward-looking statements.

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