

FOR IMMEDIATE RELEASE

Introducing HACO Culinary: A Bold New Chapter in Culinary Excellence

[City of Industry, California, 04/18/2024] - A prominent player in the foodservice industry, known for quality brands such as Girard's Foodservice Dressings, Plochman, and Kosciusko, announces its new corporate brand identity: HACO Culinary. Backed by Swiss stakeholder HACO Group, this initiative marks a significant step in unifying diverse brands under one cohesive umbrella, while maintaining each brand's unique identity and operational autonomy.

"HACO Culinary represents our dedication to culinary craftsmanship and our growth plans in the US market. This rebranding reflects our evolving business strategy while staying true to our culinary traditions," said HACO Culinary CEO Dave Cisneros on a recent company town hall call.

Expanding on this statement, Rodney Naylor, Senior Vice President of Sales and Marketing, commented, "For many years Girard's has served as a powerhouse brand in the foodservice dressing category. HACO Culinary brings together award-winning R&D and relevant culinary trends to operators looking to differentiate themselves through flavor and innovation."

Key Highlights:

New Brand Identity: HACO Culinary symbolizes heritage and expertise in the food industry, emphasizing the artisanal quality of products.

Distinct Brand Personalities: Each brand within the HACO Culinary portfolio retains its distinctive character and market presence.

Enhanced Customer Engagement: Commitment to delivering high-quality products and services remains steadfast, now augmented by the strength of a unified brand.

Digital Presence Launch: A new HACO Culinary website and LinkedIn profile will be unveiled, offering detailed information about products and services.

About:

HACO Culinary, a subsidiary of HACO Group, is a leading player in the foodservice industry. With a rich heritage and dedication to culinary excellence, HACO Culinary offers a diverse portfolio of brands, including Girard's Foodservice Dressings, Plochman, and Kosciusko. Headquartered in the City of Industry, California, HACO Culinary is committed to innovation and serving the evolving needs of the culinary sector.

This rebranding marks a milestone in the journey towards culinary excellence. The company expresses gratitude for the continuous support of customers and suppliers and looks forward to future prospects under HACO Culinary.

For more information, inquiries, or interview requests, please contact Dulce Patron, Marketing Manager, at dpatron@hacoculinary.com or (626) 549-2701.