

# NEWS RELEASE



FOR IMMEDIATE RELEASE

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## **Grocers Recognize Roelofs as 2017 Outstanding Vendor**

St. Paul, MN – August 3, 2017 – Brian Roelofs of Pilgrim's Pride in St. Cloud was honored by the Minnesota Grocers Association (MGA) with its 2017 Outstanding Vendor Award. This award is given to those who show innovation in customer support, excellence in customer service, as well as involvement in the MGA. The award was presented on July 30, 2017 at the MGA Annual Conference which was attended by over 350 members of the Minnesota food industry.

Founded in 1926, the former GNP Company (acquired by Pilgrim's Pride this year) is a state-of-the-art operation providing fresh and frozen chicken under its Gold'n Plump® and Just BARE Chicken® brands. The St. Cloud-based business unit processes more than 2 million birds and 800,000 finished pounds per week in its three area plants.

Roelofs is the unit's Senior Vice President of Sales and Marketing. He is responsible for building its sales and marketing capabilities to grow Pilgrim's Pride's profitability and the equity of his unit's two brands. Prior to joining Pilgrim's in 2006, Brian spent 18 years with the Campbell Soup Company. Roelofs has a B.S. degree in business administration from the University of Wisconsin-La Crosse and an MBA from the University of St. Thomas. He and his wife Suzanne live in Sartell with their three children.

The Gold'n Plump Business Unit within Pilgrim's Pride currently boasts vertically integrated, and state-of-the-art facilities. The company employs 1,700 people, 1,200 of which are in Minnesota and Pilgrim's Pride 400 farm partners provide fresh and frozen chickens to multiple channels with medium-size birds for retail and small birds for deli and foodservice.

Pilgrim's Pride and Roelofs work diligently to provide retail partners the best service possible and their commitment and support of the MGA is significant. This exemplifies why they were honored with the 2017 Outstanding Vendor Award.

*The MGA is a state trade association representing the food industry since 1897. We have over 200 retail members with nearly 1,100 stores statewide, as well as approximately 100 distributors and manufacturers. Our member companies employ over 125,000 union and non-union Minnesotans. We actively advance the common interest of all those engaged in any aspect of the food industry as a leader and advocate in government affairs.*

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