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## FOR IMMEDIATE RELEASE

### **Bay Food Brokerage expands with new Center Store Division**

*Gary Royal joins company as vice president of sales to grow consumer packaged goods business*

TAMPA, Fla. (Aug. 26, 2021) — Bay Food Brokerage, one of Tampa Bay’s fastest-growing companies, has recently expanded operations with the addition of a new division focused on consumer packaged goods (CPG). The Center Store Division will be led by Vice President of Sales Gary Royal, a professional with over 20 years’ experience in food distribution.

“Since Bay Food Brokerage was founded in 1993, we’ve found great success in serving manufacturers of perishable foods,” said Cammie Chatterton, owner, president and CEO of Bay Food Brokerage. “The addition of the new Center Store Division broadens our ability to serve existing clients and new clients looking to sell their products in grocery stores throughout the Southeast.”

Bay Food Brokerage’s new division will work with food manufacturers of consumer package goods, such as non-perishable canned, boxed and bagged foods, and shelf-stable beverages. The company acts as the sales and marketing team, partnering with large retailers like Publix, Winn-Dixie, Harris Teeter and others, to sell their clients’ food products in their stores.

As vice president of sales, Royal will primarily focus on oversight of the new Center Store Division and its team of account executives. He oversees direct business for CPG and any products that involve a food distributor.

“I’ve known Gary for years, and we’re thrilled to have him on our team,” Chatterton said. “His deep experience in working with distributors and his dedication to doing what’s best for clients made him the perfect fit for our team and for launching and growing our new division.”

Royal joined Bay Food Brokerage with more than two decades of experience in the specialty and natural food industry, including 15 years at KeHE Distributors, where he worked with many key retailers across the U.S. While at KeHE, Royal won numerous sales and leadership awards, and created the Golfing for Kidz charity event to give back to less fortunate children.

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“Bay Food Brokerage is a true Southeast broker, with very deep knowledge and relationships in this market and a strong investment in the community,” Royal said. “We also provide more support to clients – with a large team of both account executives and support staff – than other brokerages I know. Our clients appreciate that commitment to doing what’s best for their business.”

Bay Food Brokerage has experienced tremendous growth in the past few years. The company was ranked No. 32 on the Tampa Bay Business Journal’s 2021 list of fastest-growing companies in the region, ranked by percentage of revenue growth over the past three years.

### **About Bay Food Brokerage**

Bay Food Brokerage is an industry-leading, fast-growing retail food brokerage company based in Tampa, Florida. Working as the sales and marketing partner for hundreds of food manufacturers worldwide, Bay Food Brokerage partners with the largest grocers in the Southeast U.S. to create and enhance opportunities for their clients. Since 1993, Bay Food Brokerage has combined unparalleled personal commitment and unrivaled support with cutting-edge technology to help food manufacturers achieve their goals.

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