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## FOR IMMEDIATE RELEASE

### **Bay Food Brokerage grows executive team, hires highly experienced food industry expert**

*Erin McCulloch-Crume joins company as director of deli and emerging business*

TAMPA, Fla. (Oct. 4, 2021) — Bay Food Brokerage, one of Tampa Bay's fastest-growing companies, has expanded its leadership team by hiring Erin McCulloch-Crume as its new director of deli and emerging business. A highly educated food industry professional, she joins Bay Food Brokerage with more than 15 years' experience in manufacturing, sales, marketing and product management.

In her new role, McCulloch-Crume will focus on continuing to grow the perishable side of the brokerage business by bringing on new food manufacturer clients. She will also collaborate with clients and deli teams at existing retailer partners in the Southeast, leading Bay Food Brokerage's deli sales team in growing sales and gaining new placement.

"It's rare to find someone with Erin's combination of extensive education and experience at all levels of the food supply chain," said Cammie Chatterton, owner, president and CEO of Bay Food Brokerage. "She's able to offer out-of-the-box thinking and creative solutions to help our clients succeed, and we're thrilled she's joined the Bay Food family."

Prior to joining Bay Food Brokerage, McCulloch-Crume served as national account manager at Reser's Fine Foods, a manufacturer and distributor of fresh and refrigerated prepared foods. There, she worked with retailers such as Publix, Southeastern Grocers, Harris Teeter, The Fresh Market, Ahold Delhaize USA and Aldi to grow sales through strong collaboration. The company recognized her as National Sales Manager of the Year in 2020.

Prior to Reser's, she worked as senior business development manager at SVZ, which produces and supplies fruit and vegetable ingredients to food manufacturers. In this role, she oversaw inside sales, project management, marketing and business development departments, and worked closely with farmers.

Her career in the food industry began at Dot Foods, the largest food re-distributor in North America, where she earned direct experience with the food supply chain. When she left the company, she was business development manager – new suppliers retail channel. She was Dot Foods' Regional Sales Manager of the Year in 2015 and 2016.

McCulloch-Crume holds a bachelor's degree in finance, a Master of Business Administration (MBA) and a master's degree in supply chain, logistics and operations, all from Fontbonne University. She is a member of the Carolinas Food Industry Council (CFIC) and Grocery Manufacturers' Representatives (GMR).

“I’m excited to take this next step in my career, with a leading retail broker here in the Southeast,” said McCulloch-Crume. “The industry is always evolving, and Bay Food Brokerage is constantly re-investing in both technology and people to ensure we’re the best advocates for our clients and our retail partners.”

### **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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