



Media Contact:
Noelle Fox, APR
(813) 857-2949
noelle@truebluecommunications.com

FOR IMMEDIATE RELEASE

Bay Food Brokerage grows center store sales team with key hire

Tori Bodenhamer joins company as account executive

TAMPA, Fla. (July 12, 2022) — Bay Food Brokerage has expanded its leadership team by hiring Tori Bodenhamer as an account executive. Based out of Bay Food’s Carolinas office in Lake Wylie, S.C., Bodenhamer brings more than 15 years of experience in consumer packaged goods (CPG) sales and national account management to the fast-growing Tampa-based retail food brokerage company.

In her new role, Bodenhamer will focus on growing Bay Food Brokerage’s accounts with center store manufacturers. She will also collaborate with clients and teams at retailers throughout the Southeast – such as Harris Teeter, Southeastern Grocers, Ingles, Lowes Foods and The Fresh Market – working to grow sales and gain new placement of products.

“Tori’s been in this market for a long time and knows the retailers and their expectations,” said Gary Royal, vice president of sales at Bay Food Brokerage. “We’re confident she can help us grow our center store manufacturers in the Carolinas market and that she’ll hit the ground running.”

Prior to joining Bay Food Brokerage, Bodenhamer served as business development manager/key accounts manager for Ole Mexican Foods Inc., focusing on the Mid-Atlantic and Southeast regions. Prior to that, she was regional/national account manager for CJ Foods, the market leader in Korean frozen and shelf-stable food in the U.S. She also spent 17 years in the beer industry, working in marketing and account manager roles for various breweries.

Bodenhamer holds a Bachelor of Arts in sociology with a criminal justice concentration and a Masters Certificate in family life education and coaching, both from North Carolina State University.

An active volunteer for Laurel Ridge Moravian Church Camp, Bodenhamer regularly serves as a camp counselor for kids. She is also a member of the Family Life Coaching Association, has volunteered for Big Brothers Big Sisters, and supports the Arts Council in Winston-Salem, where she lives. She has also participated in many charitable events hosted by kickboxing gym RockBox.

“I’m excited to take this next step in my career and deepen relationships with retailers I know but now get to work with on multiple accounts instead of only one,” Bodenhamer said. “We have a lot of opportunities in this market, and I’m looking forward to helping Bay Food expand its market share here.”

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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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