



**FOR IMMEDIATE RELEASE**

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**PFSbrands Announces Steve Black as New Chief Operating Officer**

**Holts Summit, MO** – In celebration of its 25th anniversary, PFSbrands, an industry leader in providing foodservice programs for supermarkets and convenience stores, proudly announces the introduction of a new role to its executive team. Steve Black joins PFSbrands as the company's first Chief Operating Officer (COO) and will join the PFSbrands Senior Leadership Team. This monumental move comes as the company is setting the stage for another 25 years of pragmatic growth.

Despite recent challenges in the marketplace including Covid, inflation, and supply chain disruptions, PFSbrands has not only persevered but also emerged stronger. The introduction of the COO role demonstrates the company's commitment to strategic growth and shareholder returns for this unique 100% employee-owned company.

Shawn Burcham, Founder & CEO of PFSbrands commented, "We've been in a calculated multi-year search for the right individual to serve in a COO role. Our unique business model demands someone with not only the right skills but also the right cultural mindset. We are committed to the success of our wholesalers and retailers so we feel extremely blessed to hire someone who has spent their entire career enhancing retailer profitability. We believe Steve is the embodiment of the leader we've been looking for."

Steve Black comes to PFSbrands with a remarkable 45-year history in the retail grocery industry. With a career that includes roles from store-level management to C-level executive positions, Steve's experience encompasses brands like Rouses Markets, Lucky's Farmers Markets, and Sprouts Farmers Markets. His most recent tenure was as the President & COO for Rouses Markets, a growing supermarket chain based in the south. Beyond his impressive professional journey, Steve is an author, having recently released "The 5 Rules," a guide that showcases his profound emphasis on people, culture, and business success.

Steve will be taking on responsibilities for several key areas at PFSbrands including: Customer Success, Retail Growth, Retail Operations, Marketing, Technology and more. He will also be a featured speaker and coach for GRITT Business Coaching, a division of PFSbrands.

On a personal note, Steve shared a glimpse into his life, "I'm blessed with a wonderful family. My wife Melanie, our daughter Taylor, and I cherish our time outdoors in Colorado. Whether it's trout fishing or spending time with our two boys, daughter-in-laws and grandchildren, family is my anchor."

Steve also expressed his enthusiasm about joining the PFSbrands team: "The culture at PFSbrands is unlike anything I've ever seen. After several interactions with the leadership team and after seeing the open book leadership style, the ownership thinking mentality, and the core values in action, I knew PFSbrands was a great fit. The secret to success is people, and as COO, my aim is to nurture the incredible talent at PFSbrands. "

PFSbrands invites all its partners to welcome Steve as the company commences its next chapter of growth and excellence.

**About PFSbrands®:**

Headquartered in Holts Summit, Missouri, PFSbrands® is the parent company of foodservice brands, including Champs Chicken®, Hangar 54 Pizza® and BluTaco®. These turn-key hot food programs, along with several other of the company's recognizable license and private-label brands, can be found in over 2,000 convenience stores and supermarkets across the United States. PFSbrands is 100% employee owned and is dedicated to helping you be successful in work and life. For more information, visit [pfsbrands.com](http://pfsbrands.com).

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