



California Giant Hires Director of Foodservice

(February 21, 2017 – Watsonville, CA) California Giant Berry Farms has created the new position of Director of Foodservice, and hired Tom Smith. Tom will serve in the new position to complement the existing sales and marketing team and began work on February 20, 2017.

The company has seen incremental increases over the last few years in their foodservice customer base and realized the need to hire a specialist to provide strategic leadership for the future direction of this very important sales channel. Tom Smith recently with Pro'Act USA will lead the staff targeting new customers in the foodservice segment while maintaining current customer, grower and vendor relationships for California Giant Berry Farms. Tom brings more than 10 years of experience in produce and specifically the foodservice segment to the company and will build a team within the sales office to serve the foodservice sales channel.



“We are excited to have Tom join our team and help expand our presence in the foodservice arena. It was time for us to really place a stronger emphasis on this important part of our business with dedicated staff that can take us to the next level” says Anthony Gallino, VP of Sales.

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