

KRASDALE

RETAIL GROCERS

**ROOTED IN HISTORY.
FOCUSED ON THE FUTURE.**





ALPHA 1 MARKETING



KOOL TEMP FOODS LLC

The Krasdale Foods Story: 118 Years Of Tradition And Innovation

Krasdale Foods was built on a simple but powerful idea: to deliver exceptional products, trusted service and lasting value to independent grocers. That vision began in 1906, when Abraham Krasne immigrated to the United States at just 21 years old, bringing with him a strong work ethic and an entrepreneurial drive that would shape generations to come.

Within two years, Krasne opened his first grocery store in New York City. By the 1920s, he had expanded into the commodities trade and launched a private-label food line, laying the groundwork for a business model rooted in quality, scale and innovation. As demand grew, Krasne constructed a 37,000-square-foot warehouse in the Bronx, overseeing grocery distribution from Albany to Philadelphia and employing more than 125 people. He also introduced retail operations under the Krasdale name, setting the stage for a pioneering approach to wholesale-supported retailing.

Expansion Through Innovation

In the 1950s, the next chapter of growth was led by Abraham's son, Charles Krasne. A Yale graduate with an MBA from Harvard, Charles brought a data-driven mindset shaped by his experience at IBM. Upon returning to Krasdale in the 1960s, he modernized operations through advanced inventory management and efficiency-focused systems, positioning the company as one of the most technologically progressive food distributors in the region.

In 1973, Charles relocated Krasdale's headquarters



A personal moment as Thatcher Krasne reflects on his late father, Charles A. Krasne.

to a state-of-the-art distribution center at Hunts Point Market, where the company's distribution center remains today. Under his leadership, Krasdale expanded its retail marketing capabilities, culminating in the launch of C Town Supermarkets. During this period, a new wave of independent entrepreneurs, many from Dominican, Jordanian and Italian communities, entered the grocery business. With Krasdale's support, these retailers revitalized

neighborhood supermarkets and helped reshape the independent grocery landscape across urban markets.

The Evolution Of A Retail Partner

Krasdale continued to evolve in 1991 with the launch of Alpha 1 Marketing, providing independent retailers with comprehensive support services including advertising, merchandising, pricing

strategy, retail technology and operational expertise. This expansion strengthened Krasdale's role not just as a distributor, but as a full-service retail partner.

Over time, the company introduced additional store banners - Bravo, AIM, Stop 1, and Market Fresh - growing its network to more than 3,500 customers across eight states, including over 85 stores in Florida.

A Legacy That Looks Forward

Today, Krasdale Foods remains a family-owned business, following the passing of Charles Krasne, under the leadership of President and COO Gus Lebiak, alongside Thatcher Krasne. While the company continues to grow and adapt to an ever-changing grocery industry, its mission remains unchanged: empowering independent supermarket owners with the tools, resources and support they need to succeed.

For 118 years, Krasdale Foods has stood at the intersection of tradition and innovation, proud of its past, invested in its communities and focused on the future of independent grocery retail.



ABOVE: Gus Lebiak shares the history behind a vintage punch time clock used by past generations of Krasdale employees.

RIGHT: Vintage Krasdale brand products from the company archives.





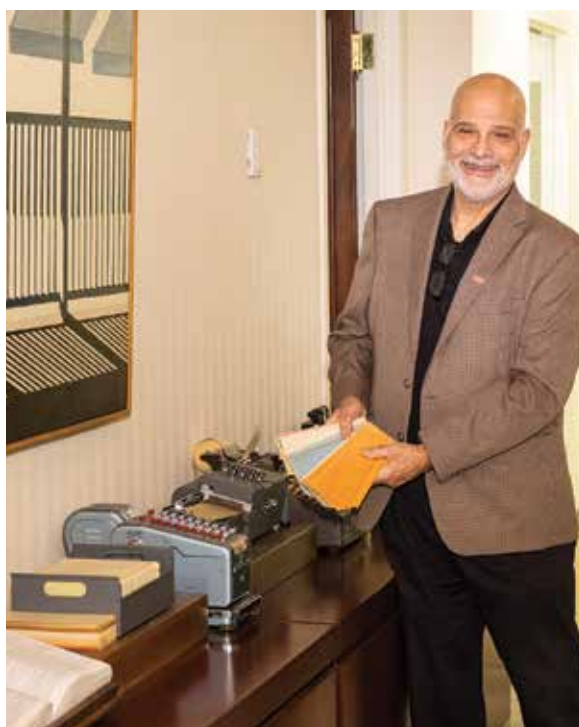
A Living Legacy: Krasdale's History On Display

At Krasdale Foods' White Plains, NY headquarters, history is not archived, it is experienced. During a recent visit, *Food Trade News* was given a guided tour through the company's hallways and meeting spaces, where more than a century of heritage is thoughtfully woven into the everyday workplace. Leading that tour were Alpha 1 Marketing CEO Thatcher Krasne, representing the third generation of family ownership, alongside President and CEO Gus Lebiak and VP of IT Steve Laskowitz. Together, they brought context and continuity to a collection of artifacts that tell the story of Krasdale's evolution from its earliest days to the present.

Spread across conference tables and displayed along corridor walls are photographs, original documents, vintage product packaging, and equipment that reflect the company's long-standing presence in the grocery industry. Old storefront images capture a different era of retail, while carefully preserved advertisements and branded goods trace the development of Krasdale's private label over time. Even early office tools like mechanical adding machines, a mainframe computer that utilized punch cards to run the programs written in early languages like Cobol and Fortran, as well as early-generation PCs offer a tangible reminder of how the business once operated.

At Krasdale, history is not something to look back on from a distance. It is something to walk past, pause over, and take pride in every day.

A glimpse into the artifacts from the Krasdale archives reflect generations of grocery industry history.





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45-Year Industry Veteran Embraces Company Culture, Values

Krasdale's 118-Year Successful Legacy Continues Under The Leadership Of President, COO Gus Lebiak

WHEN GUS LEBIAK WAS NAMED PRESIDENT and chief operating officer of Krasdale in 2021, he already had 40 years of experience in the grocery industry. Lebiak began his career as a teenager hired by the legendary Stanley Kaufelt at a Foodtown store in Plainfield, NJ. Working for Kaufelt during his high school and college career (he has a BS in Marketing and an MBA from Fairleigh Dickinson University), Lebiak shifted to the wholesale side of the business, joining Twin County Grocers as a buying analyst shortly after completing graduate school in 1991.

He remained with the co-op until 1999 when he was named VP-center store for Allegiance Retail Services. In 2012, Krasdale tapped Lebiak to become VP of its Alpha 1 Marketing division, which oversees the wholesaler's marketing, merchandising and retail technology operations. In 2014, he was elevated to become Alpha 1's chief marketing officer and then to chief operating officer in 2017. On January 1, 2021, Lebiak was promoted to his current role, replacing the retiring Steve Silver.

Food Trade News: You've been deeply involved with the independent retailer scene in Metro New York for more than 35 years. How did your career begin in this market?

Gus Lebiak: I started working for Stanley Kaufelt who owned Mayfair Super Markets, a Foodtown store in Plainfield, NJ. I pretty much worked every job in the store. Stanley was a legend in the retail business and I've been very fortunate to meet some other iconic leaders in my career. People like Mel Weitz (owner of regional grocer Melmarkets), Eddie Epstein (founder of Jet Line Products), Brian Harris (generally considered the father of category management), and, of course, Charles Krasne, a true visionary.

After my stint as a cashier, I was promoted to assistant store manager at Stanley's largest store. At that time, I was studying to be an accountant, working my way through undergraduate and grad school. I worked for Bristol Myers Squibb and Coca-Cola Foods as an accountant during the day, and then I would go run a store at night. Ultimately, I found that my days would fly when I worked in the stores, but not so much when I was an accountant, but accounting provided a great background.

Food Trade News: You really liked the action?

Gus Lebiak: I loved the action. From Mayfair, I was recruited by Twin County Grocers (the former wholesale co-op of which Mayfair was a member). At Twin County, I held various positions and my responsibilities increased. When Twin County closed in 1999, I started the Foodtown office (now Allegiance Retail Services) and served as VP-center store until 2012 when the Krasne family reached out to me. Originally, I didn't want to move. But over time, I was con-

vinced this would be a really interesting enterprise to work in.

Food Trade News: Were you recruited here with a specific job in mind?

Gus Lebiak: That's what makes working for Krasdale so unique. Before I was assigned any specific job, I was encouraged to understand the culture and the way the company conducted business. So, for the first year, I basically observed how things worked. Charles Krasne actually told me: 'Come in, and find out where the men's room is.' Eventually I became chief marketing officer.

Food Trade News: What else did you learn during your first year of observation?

Gus Lebiak: Initially, I did a lot of operations oriented jobs. I came up with an innovative tag program. I was involved with labor efficiency. I think one of the advantages that I have is that I started in the stores – I have an understanding of what the stores are going through. They are the marines of our business – they're on the front line. Being part of a store's network is a big obligation and it helps if you've got the experience to understand it. We deal with store owners that are very good at what they do. I believe it's hard to even suggest change to an entrepreneur who built their business without the direct knowledge of having experienced it yourself. That's been a priority at Krasdale – we have a lot of field people who I believe are the best in the business. In large part, that's because they understand the challenges that each of our customers face – merchandising, pricing, competition, neighborhood issues, etc. Understanding that nuance is critical to our success.

Food Trade News: What do you view as Krasdale's strategy for survival and growth in the rapidly evolving retail food business?

Gus Lebiak: If you examine how the industry is changing, I'd divide retailers into three categories – smaller stores that often focus on specialty and ethnic, high-end stores that provide a shopping experience; then, you have the more traditional, middle-of-the-road supermarkets who I believe are in danger.

As an example, let's talk about New York City. How many examples have you seen where a store starts at one demographic and slowly morphs and ends in a different place? And that's why we have to be good at serving both types of customers. We have seen a lot of our stores that started as being very ethnic-oriented and evolve dramatically as the neighborhood changes and becomes more gentrified. We need to be ahead of those changes and offer our customers products that best suit the need of their consumers. We can help our retailers make that transition.

Another example is the growth of our business in Florida, a market that largely features traditional supermarkets. We've been very good at finding the proper locations for our customers who offer products and services that are not available

from the physically larger stores. Again, it's that type of nuanced perspective that created healthy growth for the Bravo banner in Florida.

Food Trade News: How much of an advantage is it to supply more physical stores than any other wholesaler in the entire Metro New York region?

Gus Lebiak: I believe that's a strength that we've been able to leverage over the years. I think that people don't realize we service a lot of small stores, even other distributors. That depth, nimbleness and versatility I believe will become even stronger because it's going to become more difficult and expensive for bigger companies, particularly DSD suppliers, to service New York City.

That potentially allows us to grow, not just by adding more retail customers, but by expanding our product line to build additional revenue.

We also have grown by following many of our customers as they expand outside the New York Metro market. That's how our Florida expansion began and now we've built a scalable model. Using that same mindset, there are opportunities in the Carolinas and other markets on the East Coast.

Food Trade News: Given Krasdale's diverse customer base largely doing business in the largest and most complex market in the country, what are the company's biggest challenges that you currently face?

Gus Lebiak: I think one of the biggest challenges is regulations. Insurance is a huge challenge, too, when you're doing business in New York City. There are



Gus Lebiak might look like.

Gus Lebiak: My job as president is very busy and diverse. I deal with everything from snow removal from our trucking company's trucks, trucking accidents, merchandising, infrastructure issues, and, of course, my main priority of keeping our customers satisfied. I believe being involved in so many different aspects of the business over the years has helped me perform my duties effectively. As I said earlier, I love the action.

Food Trade News: Look in your crystal ball, what changes do you predict for the Metro New York market? And as it applies to Krasdale, where that growth may come from, both here and as we talked about earlier, let's limit it to Florida because you've got an established and growing business there as well.

Gus Lebiak: I think our opportunity up in Metro New York will come on the physical distribution side because this is a tough market to operate in and we have the savvy and capacity to do it. As I noted earlier, I think we're going to find other opportunities to distribute additional products. We've already had success doing so. A question I often ask myself is, 'who else wants to buy pieces of grocery?' And I think there's a lot of people in a city of nine million where we could find even more of that. Our physical distribution is an asset both in location and capacity and we have a good relationship with the city.

Additionally, and this is very important - a lot of our competition, even on the independent side, will come in and set up your store but they don't come back. We're in the stores all the time - that's a big expense but I believe it a necessary one because the expertise and dedication of our field team is a real difference maker. Our customers recognize that and that's been demonstrated by the loyalty of the hundreds of retailers who've been with us for many years.

“ I think one of the advantages that I have is that I started in the stores – I have an understanding of what the stores are going through. They are the marines of our business - you're on the front line. Being part of a store's network is a big obligation and it helps if you've got the experience to understand it.

so many rules that you need to be compliant with – it's a complex problem that's more challenging than any other area I've ever dealt with. We have a person-and-a-half dedicated to just helping our customers navigate the government. I don't think any other company our size has dedicated the resources toward that. And our relations with regulators is certainly not adversarial – our approach is to be proactive so our customers can deal with any potential issue before they become problems.

Another major and growing challenge is dealing with retail shrink. It's very tough for

any retailer to see the rise in shoplifting over the last few years. It's been but particularly difficult for the independents because they've got ownership of their own business which they've built. Shrink has already driven a lot of other retailers from New York City, but not the independents – they're determined to fight to save their business.

Food Trade News: Give our readers a snapshot of what a week in the life of



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KOOLTEMP FOODS LLC

Deep Experience, Strong Leadership Power Krasdale Foods' Next Phase of Growth



Krasdale Foods senior executive team: standing l-r - Chief Legal Officer Howie Jacobs, Chief Financial Officer Ron Gangemi, Chief Sales & Customer Officer Cynthia Krasne, President & Chief Operating Officer Gus Lebiak; Seated l-r - Chief Merchandising Officer Dennis Hickey, Chief Executive Officer Thatcher Krasne, Chief Information Officer Simon Barker, Executive Vice President of Business Development Dennis Wallin

A seasoned leadership team at Krasdale Foods is leveraging decades of industry experience, technology innovation and deep retailer relationships to support independent grocers across the Metro New York region and beyond.

Krasdale Foods has long occupied a unique position in the grocery industry, serving as both a full-line wholesaler and a strategic partner to three thousand independent retailers and other small business owners across the Metro New York region, New England, Pennsylvania and Florida. From its headquarters in White Plains and its distribution center in the Hunts Point section of the Bronx, the 118-year-old company supports a network of supermarkets, neighborhood grocers and bodegas that collectively serve some of the most diverse communities in the country. Today, Krasdale's leadership is focused on building on that legacy by strengthening the company's capabilities, developing the next generation of leaders and continuing to evolve the services it provides to independent operators navigating an increasingly complex marketplace.

Its experienced leadership team is one of Krasdale's defining strengths. Many of the company's senior executives have spent decades in the grocery industry, building careers that began in stores, warehouses or entry-level corporate roles before progressing into senior management positions. Their collective experience spans virtually every segment of the business, from merchandising and dis-

tribution to technology, finance and retail operations. That depth of knowledge not only helps Krasdale navigate the complexities of wholesale grocery distribution, but also enables the company to provide the practical guidance and operational insight that independent retailers rely on to compete in one of the most challenging food markets in the country.

That depth of operational knowledge shapes how Krasdale serves a uniquely diverse retail base, from neighborhood bodegas and small ethnic grocers to larger independent supermarkets operating under banners such as CTown, Bravo and AIM. The leadership team's focus today is not only on managing a complex wholesale operation but also on ensuring the next generation of leaders inherits both the institutional knowledge and the entrepreneurial mindset that have defined the company for more than a century. They achieve this while prioritizing their people and investing in leadership development, ensuring that the next generation is equipped with the same skills and experiences as those currently at the helm.

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AND KOOLTEMP.**



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Building On A Family Legacy

Krasdale remains a family-influenced business under the leadership of the Krasne family, with Thatcher Krasne serving as president and CEO of Alpha 1 Marketing. His involvement represents the third generation of family leadership following the tenure of his father, Charles Krasne.

Alpha 1 Marketing is Krasdale's retail marketing arm, assisting customers with advertising and merchandising. Krasne said, "These services can be vitally important to often smaller, independent retailers as they compete with much larger organizations with big budgets for back room processes that most one or two-store operators can't afford in a highly competitive arena.

"My father instilled in me that the company along with the family are most important," said Krasne. I worked everywhere from the warehouse, out in the field, meeting everybody, talking to everyone. But, I was just Thatcher. Now, with president Gus Lebiak running the company on a day-to-day basis, the family-like atmosphere remains." He continued, "As the representative of our family in the business, I'm involved in all aspects of the business, but we've got such a talented leadership team, which means many of my duties are to make sure the business runs smoothly and be here to help our team continue to operate efficiently. I grew up with these people, and there's nothing I wouldn't do for them."

Thatcher Krasne



Thatcher Krasne
Chief Executive Officer

in systems that improved warehouse management and distribution efficiency. That early willingness to adopt technology established a mindset that continues to guide the company's modernization efforts today. The company today continues to invest in cutting-edge technologies and equipment, keeping their customers at the forefront of the industry.

Equally important was the belief in building leadership from within. Many of the executives who now lead the organization began their careers in operational roles and developed their expertise over decades within the grocery industry. That philosophy of cultivating talent internally remains a defining characteristic of Krasdale's management structure. Recently, the company developed a Leadership Training Program that several VP and Director-level employees have completed.

As Thatcher Krasne said, "My father instilled in me that the company along with family are most important. One of the early lessons I learned from him was to work hard and always try to do the right thing, especially for our associates and customers."

A Leadership Team Built On Industry Experience

The senior leadership group at Krasdale reflects a wide range of industry backgrounds, from store operations and merchandising to law and information technology.

President and Chief Operating Officer Gus Lebiak exem-



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During the 1970s Krasdale repositioned from a limited wholesaler into a full-line grocery distributor and introduced retail banners such as CTown and later Bravo, concepts designed to help independent operators expand beyond traditional small produce markets and bodegas into full supermarket formats.

He also encouraged the use of technology in the wholesale operation earlier than many competitors. As computers began entering business operations in the 1970s, Krasdale invested

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SENIOR LEADERSHIP from page 8

plifies the company’s emphasis on practical retail experience. Lebiak began his career in 1981 as a supermarket cashier at a Foodtown store in New Jersey and progressed through store management before moving into wholesale distribution roles. His career includes positions with Bristol Myers Squibb, Coca-Cola Foods, Twin County Grocers and Allegiance Retail Services before being recruited to Krasdale by the Krasne family.

That early experience in store operations continues to shape Lebiak’s approach to wholesaling. He emphasizes that independent retailers operate on the front lines of the business and that wholesalers must understand the realities of running stores, from labor management and merchandising to pricing discipline and inventory control.

“It’s hard to walk into a person’s multimillion dollar concern, and even the smallest store is a multimillion dollar concern, and tell them what to do if you haven’t done it. And I think that’s one of the things we really focus on. Our field team

understands the neighborhoods where our retailers operate,” said Lebiak. “Our people are top-notch at really understanding the different markets.”

Dennis Hickey, Krasdale’s Chief Merchandising Officer, brings a similarly extensive industry background. Hickey began as

a clerk at an Inserra ShopRite store while attending school before moving to Wakefern Food Corp., where he worked as an analyst and later as a senior buyer. His career also included



Gus Lebiak
President & Chief Operating Officer

merchandising leadership roles at A&P and the wholesaler White Rose before joining Krasdale in 2012.

At Krasdale, Hickey oversees procurement, vendor relationships, merchandising programs, and marketing and advertising designed to support independent retailers. His responsibilities include developing collaborative business plans with suppliers and creating customized merchandising strategies that reflect the unique demographics of each neighborhood Krasdale serves.

Simon Barker was recently promoted to Chief Information Officer at Krasdale. He began his career at the wholesaler in 1995 in a desktop support position at the company’s Hunt’s Point distribution center. He rose through the ranks to become a network manager, then to director and to VP of IT Infrastructure before being named CIO earlier this year.

Chief Sales and Customer Officer Cynthia Krasne represents another example of diverse industry experience. She entered the food industry in 2000, working in distribution, manufacturing and retail-related roles with companies including Unilever and Borden Dairy before joining Krasdale nearly a decade ago. Over time she advanced from director of sales to her current executive role, overseeing sales, customer service, analytics and the company’s retail technology initiatives.

Chief Legal Officer Howie Jacobs began with Krasdale in



Dennis Hickey
Chief Merchandising Officer

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CA Ferolie & Nissin salute Krasdale Foods and your dedication to your communities and customers!



SENIOR LEADERSHIP from page 10

2006, managing the company's legal affairs while increasingly contributing to business strategy. Jacobs grew up working in his father's family bakery, so it seemed very natural for him to return to his roots in the food business with Krasdale. His responsibilities extend beyond legal oversight to include human resources and compliance functions, ensuring that Krasdale and its customers navigate regulatory requirements effectively.

"In my nearly 20 years here, my responsibilities have steadily crossed over into the business side of things. That's been an important shift because the better I understand our core business, the more effective I can be in accomplishing our goals," said Jacobs. "I want to be a business enabler. I've prided myself on steadily becoming more a combination of a lawyer who's a trusted business advisor because I've learned the business and tried to work with everybody at Krasdale to help them accomplish their goals."

Technology leadership comes from Executive Vice President of Information Technology Steve Laskowitz, who joined Krasdale directly after college as a computer programmer and has spent his entire career with the company. His progression from entry-level developer to IT leader reflects the company's commitment to internal talent development and long-term career growth.

Dennis Wallin, Executive Vice President of Business Development at Alpha 1 Marketing, brings a long career in the grocery industry that has been shaped by hands-on experience across retail operations, merchandising and business development. He joined Krasdale in 1991 after a long career with several other New York City independent

retailers. Over the course of his career, Wallin has worked closely with independent retailers and wholesalers, developing a deep understanding of the operational and competitive challenges facing neighborhood supermarkets and specialty grocers.

Rob Gangemi, Krasdale's Chief Financial Officer, plays a central role in ensuring the company's financial stability while supporting the strategic initiatives that have allowed the



Cynthia Krasne
Chief Sales & Customer Officer

wholesaler to expand and modernize. In his role, Gangemi oversees financial planning, budgeting, capital investment and financial analysis across the organization, working closely with other members of the leadership team to evaluate new business opportunities and operational improvements. His responsibilities include managing the financial structure behind initiatives such as warehouse modernization, technology investments and the company's expansion into markets such as Florida. Gangemi's work also involves developing financial frameworks that help Krasdale balance long-term investment with the operational discipline required in the wholesale grocery business, where margins are tight and efficiency is essential. By aligning financial strategy with operational priorities, his role supports the company's ability to continue investing in infrastructure, technology and leadership development while maintaining the financial strength that has sustained Krasdale through more than a century of industry change.

As the industry continues to evolve, Gangemi reflected on challenges that impact his department: "Inflation continues to impact us; making sure that we're still competitive to our customers is a prime concern. As CFO, I believe it's important to provide financial flexibility to all our departments so they can execute their objectives. Operations, sales and merchandising are the key areas that move this company forward and make it grow."

“Our field team understands the neighborhoods where our retailers operate. Our people are top-notch at really understanding the different markets.”
Gus Lebiak

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Saluting Krasdale Foods!



Leading the Baking Aisle with Trusted Brands

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Serving A Complex Retail Landscape, Keeping Existing Customers, Adding New Ones

The New York Metro market is the largest and one of the most complex grocery markets in the United States. Neighborhoods can vary dramatically from one block to the next in terms of demographics, cultural preferences and shopping patterns.

Krasdale's customer base reflects that diversity. The company supplies stores serving Caribbean, Hispanic, Eastern European, Asian and other communities, as well as neighborhoods undergoing rapid demographic change. This diversity requires a level of merchandising flexibility that differs from traditional chain-store models.

Rather than imposing standardized programs, Krasdale tailors assortments and marketing initiatives to the needs of each neighborhood. Merchandising teams analyze sales patterns and community trends to help store owners adjust their assortments as local demographics evolve.

For example, a store that begins as an ethnic market may gradually expand its assortment to include organic or natural products as neighborhood demographics shift.

Krasdale's merchandising and analytics teams help retailers navigate those transitions by identifying new product opportunities and adjusting promotional strategies accordingly.

"Our philosophy is simple but it means a lot. We base our success on our customers' success. That's inbred in the culture here. It's the foundation of our full-service model and everything we do is the framework behind it," said Hickey. "If we make the customer successful and make them happy, they will remain loyal."

Wallin added, "It's attention to the details that has made our company and our retail customers successful. We provide a

lot of behind-the-scenes support for our retailers. For example, we highlight important store lease provision to them because of our experience."

The 35-year Krasdale veteran believes that his entire career in



Simon Barker
Chief Information Officer

store operations has made him a more effective liaison to the company's retailer customers. "I've worked in grocery stores since I was 15 years old," he said. "I understand what challenges independent retailers face operating in such a complicated environment as New York. I think that helps me gain credibility with our customers. Additionally, the reputation of Krasdale that we go the extra mile to support our customers has created a strong sense of loyalty and trust."

Information Technology As A Strategic Tool

Information technology has become an increasingly important component of Krasdale's strategy, both in its wholesale operations and in the tools it provides to its retailer customers.

"I'm particularly proud of how our team in IT (48 people) responds to challenges," said Barker. "We've always taken a proactive approach so when we've had to deal with crisis situations such as COVID and Superstorm Sandy, we were prepared to service our customers. I may be the lead executive in IT, but I think what makes Krasdale successful is that we all take ownership of our challenges and successes."

Cynthia Krasne oversees a growing retail technology division that provides point-of-sale systems, payment processing and analytics services to independent stores. These tools allow retailers to access capabilities that would otherwise be difficult to implement individually.

Krasdale's focus on technology has been part of the company's DNA since the 1960s. "We've always taken a data-drive approach



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Dennis Hickey

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Krasdale Foods on your many years of success!**

**We look forward to continuing our
valued partnership for many more years to come.**



SENIOR LEADERSHIP from page 14

to supporting independent customers,” Cynthia Krasne said. “And that mindset to stay ahead of emerging tools - whether it’s analytics, retail technology or workflow automation - is so that we remain proactive, constantly evaluating new capabilities and understanding how they can help store operate more efficiently, manage costs or improve the shopper experience. Most importantly, we don’t just adapt technology - we help retailers adapt it. We work closely with them to implement the tools in a way that’s practical and sustainable, ensuring they get the real value without overwhelming their teams.”

One of the division’s newest initiatives is working with a third-party to develop a specialized point-of-sale system specifically designed for bodega operators. Many small neighborhood stores historically relied on basic cash register systems with limited data capabilities. By introducing modern POS systems tailored to the needs of these businesses, Krasdale aims to help operators better track sales trends, manage inventory and deploy incremental digital marketing deliverables.”



Howie Jacobs
Chief Legal Officer

Technology initiatives also include partnerships with e-commerce platforms such as Instacart, DoorDash and Uber Eats, as well as loyalty and couponing programs designed to help independent stores compete with larger chains.

Artificial intelligence is another area under evaluation. Krasdale is exploring ways AI can improve analytics, automate routine processes and provide retailers with insights into sales trends and promotional effectiveness.

Modernizing The Distribution Network

Krasdale’s distribution operations remain centered in its large warehouse facility in the Hunts Point section of the Bronx. In fact, Krasdale is the only wholesaler serving the Metro New York market today that actually operates a distribution facility located in the five boroughs. The facility serves as the hub for deliveries throughout the Metro New York region and beyond.

Warehouse modernization has been an ongoing priority for decades. The adoption of computer systems during the 1970s laid the groundwork for continuous upgrades in inventory management, logistics planning and operational efficiency.

Today the company continues to invest in technology and infrastructure improvements to keep the facility competitive in a challenging urban logistics environment.

Operating a distribution center within New York City presents unique challenges, including regulatory requirements, traffic con-



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Simon Barker

A Krasdale executive whose career started in the early days of the company’s IT development was Laskowitz. “We’ve been invested in constantly improving the company from a technology perspective from the time I started here maybe 45 years ago,” he said. “Despite many hurdles in the early days, we never gave up on the belief that technology would be a difference maker for Krasdale. We brought in more developers and more younger people to work in IT which was unheard of in the industry at that time.”

The company’s approach to technology adoption emphasizes testing and practical application. Before recommending new systems to customers,

Krasdale evaluates them internally through a dedicated testing lab. The company pilots technologies in controlled environments and often tests them in select stores before broader deployment.

This process allows Krasdale to identify potential operational issues, evaluate vendor agreements and ensure that new systems will deliver real value to retailers rather than adding unnecessary complexity.

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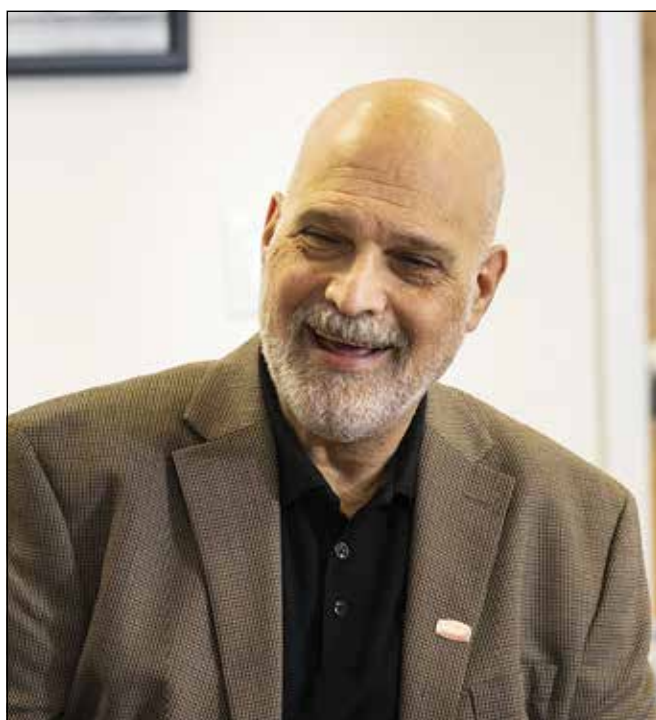


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straints and high operating costs. However, the location also provides strategic advantages by allowing Krasdale to serve urban retailers more efficiently than competitors operating from distant distribution centers.

Expanding Beyond The Northeast

While Metro New York remains Krasdale’s core market, the company has also expanded its reach geographically. One of its



Steve Laskowitz
EVP of Information Technology

most significant growth initiatives has been the development of a retail support network in Florida, where they first began servicing customers in 2005.

“We were very fortunate and also very savvy in making the connection with some of our New York Metro customers whose families moved to Florida and were interested in expanding their supermarket operations there,” said Wallin. “One of our strengths and points of difference is Krasdale’s ability to adapt to the demographics and buying habits in any area where our retailers own stores. For example, from a merchandising perspective, meat and produce account for between 25-30 percent of stores’ sales in the Metro New York market. In Florida, that number is about double. It’s important to make that adjustment, and we do.”

Lebiak added, “Currently, we’re serving 86 independent stores in Florida. We’ve been in the market for more than 20 years and we’re really good at finding the right demographic and offering things that the other guys haven’t figured out. That’s clearly been a strength for us.”

Rather than building a full distribution infrastructure there, Krasdale applies its merchandising and marketing expertise to support independent retailers while leveraging partnerships with other distributors for logistics. This model allows the company to



Dennis Wallin
Executive VP of Business Development

extend its influence into new markets while maintaining operational efficiency.

Commitment To Community

Krasdale’s leadership team also emphasizes the company’s role within the communities its retailers serve. Independent grocery stores often function as neighborhood anchors, particularly in urban areas where residents rely on local supermarkets for everyday necessities.

Krasdale is a longtime supporter of two nonprofit organizations - Friends of the Food Industry, which assists grocery workers experiencing financial hardship, and CIFI (Catholic Institute of the Food Industry), a 501(c)(3) that provides support to industry employees and a wide range of charitable organizations, including Calvary Hospital and the Catholic Faith Network. Several Krasdale associates proudly serve as officers and board members, reflecting the company’s deep commitment to the industry.

Another initiative involves participation in food drives organized by New York-area schools, including Fordham Prep, where Krasdale works with retailers and community organizations to collect donations for local food banks.

Sustainability And The Solar Project

Environmental sustainability has also become an increasingly visible part of Krasdale’s long-term operational strategy, particu-

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CONTINUED from page 18

larly through the development of the large solar installation at the company's Hunts Point distribution center in the Bronx. The project reflects both the company's commitment to reducing its environmental footprint and its broader focus on supporting the communities where its retailers operate.

The installation, which went live in 2023, is the largest solar array in the Bronx and among the largest in New York City. More than 6,000 solar panels cover the roof of the Hunts Point warehouse, generating a significant amount of electricity for the facility. The project also includes a community solar component that allows Bronx residents to subscribe to the energy generated by the system and receive a discount on their electricity bills.

Chief Legal Officer Howie Jacobs played a significant role in bringing the project to fruition. Jacobs spent years helping guide the initiative through the complex regulatory, contractual and operational requirements involved in developing a large-scale solar installation in New York City. The effort required coordination with state and city agencies, as well as negotiations with energy providers, engineers and project developers. The company also had to install a new roof on the warehouse and ensure that the building's structure could support the weight and configuration of the solar system before construction could proceed.

The project began its planning stages around 2016 and took several years to complete before receiving permission to operate. For Krasdale's leadership team, the solar installation represents both an environmental milestone and an example of the company's willingness to invest in long-term infrastructure improvements that benefit both its operations

and the surrounding community. Jacobs' involvement in navigating the regulatory and legal complexities of the project underscores the collaborative approach the company takes when pursuing initiatives that extend beyond the traditional scope of the wholesale grocery business.

Developing the Next Generation

Perhaps the most important priority for Krasdale's leadership team is preparing the next generation of managers.

Many executives emphasize that the company's strength lies in its people and their deep understanding of independent retailing. Leadership development programs aim to expose younger employees to multiple aspects of the business, from distribution and merchandising to technology and customer support.

The company also recruits employees with direct retail experience, including former store owners and individuals whose families operate grocery stores. That background helps employees connect with Krasdale's customers and understand the challenges of running independent supermarkets.

Cross-functional training, mentorship and leadership development initiatives are designed to ensure that institutional knowledge is passed down to future leaders.

Positioning for the Future

As the grocery industry continues to evolve, Krasdale's leadership team believes the independent retail sector will remain an important part of the food distribution landscape.

Large national chains dominate many suburban markets, but urban areas with diverse populations continue to support independent operators who can tailor their assortments and services to local communities.

Krasdale's role in that ecosystem is to provide those retailers with the tools, expertise and infrastructure needed to compete effectively.

After more than a century in business, the company's leadership sees its mission as both preserving the traditions that built the organization and equipping the next generation to navigate the challenges ahead.

The result is a wholesaler that combines deep industry experience with an ongoing willingness to innovate, an approach that has allowed Krasdale Foods to remain a central force in the independent grocery industry for 118 years.



Rob Gangemi
Chief Financial Officer



One of our strengths and points of difference is Krasdale's ability to adapt to the demographics and buying habits in any area where our retailers operate stores."

Dennis Wallin



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Krasdale's Investments In Leadership Development, Innovation, Service Lead To Industry Recognition

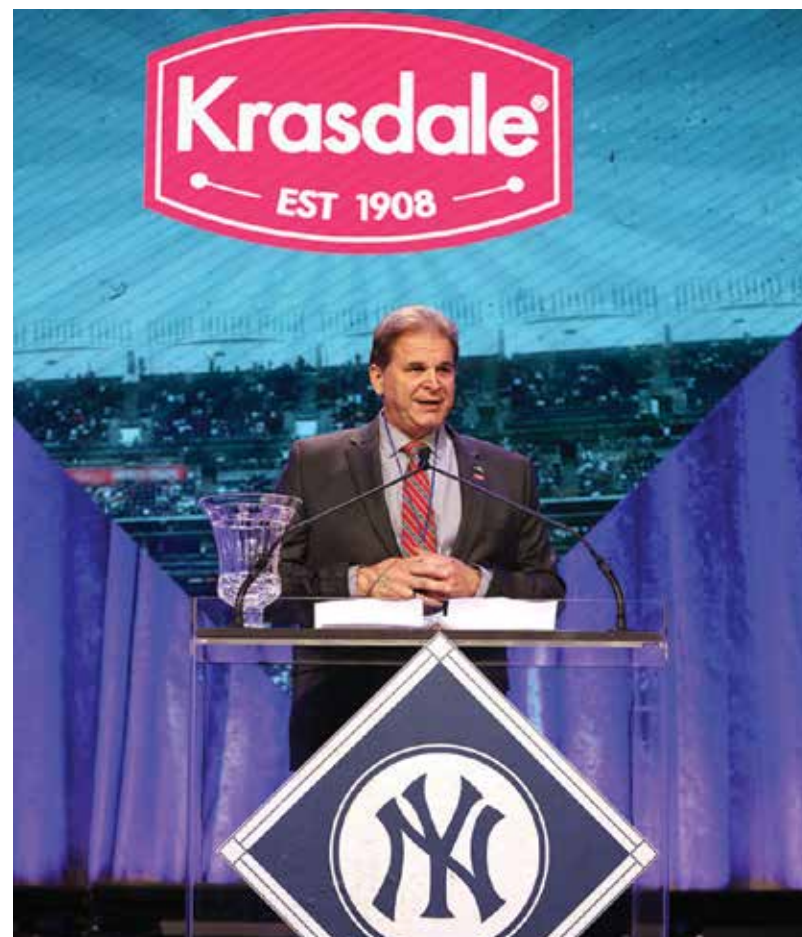
Krasdale Foods' commitment to leadership development, innovation and service to the grocery industry continues to earn recognition on both a national and community level. That dedication is reflected in the company's consistent presence at the National Frozen & Refrigerated Foods Association's Golden Penguin Awards, where Jenn Vannucci, the Alpha 1 Marketing team and the KoolTemp merchandising team have won 13 Golden Penguins in recent years for excellence in merchandising, marketing and creative execution.

Vannucci's leadership has also been recognized beyond the industry, including her selection as a Top Woman in Marketing by PR Daily's inaugural class, underscoring the impact of her work across both retail and marketing disciplines.

The company's culture of leadership and influence extends beyond awards. In recent years, Cynthia Krasne, Jenn Vannucci, and Natalie Menns have each been recognized as Influential

Women in Grocery, reflecting Krasdale's long-standing emphasis on developing leaders who shape the future of the industry. That same commitment to service and community has earned Krasdale recognition for its charitable efforts, including their 2024 Champion of the Foundation award from the New York Yankees Foundation. A longtime supporter of the Bronx community, Krasdale continues its involvement with the Yankees' philanthropic initiatives, reinforcing its belief that success in business goes hand in hand with giving back.

Locally, this year Krasdale Foods was selected as one of the **Best Places To Work In Westchester** as well as earning recognition as a **Best Places To Work In Distribution**.



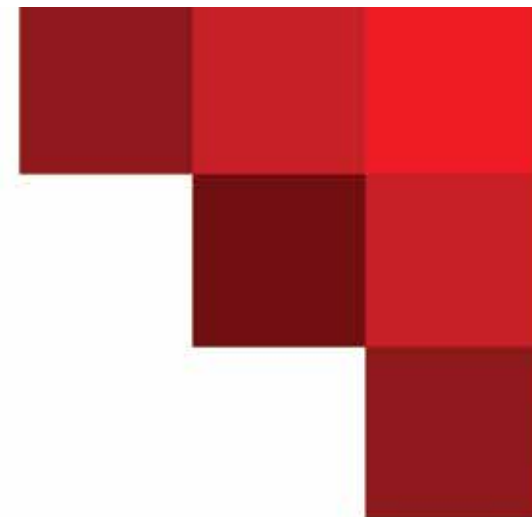
Gus Lebiak, President and COO of Krasdale Foods, after accepting the Champion of the Foundation award from the New York Yankees Foundation at their 44th annual homecoming dinner in July 2024 on behalf of Krasdale



LEFT: Accepting Golden Penguin Awards, including the coveted Top Marketer Penguin, at the NFRA's 2025 show in Orlando were Gary Tirpak, Jenn Vannucci and Lynne Bongiorno, representing the collaborative spirit behind Krasdale's success.

ABOVE: Several of the company's Golden and Silver Penguin awards.

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Culture in Action: How Krasdale's Culture Committee Brings Its People Together

At Krasdale Foods, culture isn't an abstract concept discussed in boardrooms, it's something that shows up month after month, in breakrooms, hallways and shared moments of celebration. At the center of that effort is the company's Culture Committee, a grassroots initiative that reflects Krasdale's long-standing commitment to its people.

For Janet Estevez, Director of Facilities and a nearly three-decade veteran of the company, the committee is a natural extension of what makes Krasdale different. Having joined the company in 1996 after a varied career that included roles in cosmetics, media and administration, Estevez quickly recognized that Krasdale offered something rare: an environment where employees are not only respected, but actively included. That spirit of inclusion is exactly what the Culture Committee aims to amplify.

The committee, which Estevez leads, is made up of about 10 employees who meet monthly with a simple but meaningful mission - to create opportunities for colleagues to connect, unwind and feel appreciated. Their work is not about grand gestures, but about consistency. Every month brings something new, whether it's seasonal celebrations, wellness-focused initiatives or company-wide activities designed to bring people together.

"Our goal is for everyone to just have a little fun," Estevez explained, emphasizing that the committee's purpose is not overly complex. Yet within that simplicity lies something more significant. These moments - games in the lunchroom, shared celebrations, friendly competitions - create informal touchpoints that strengthen relationships and reinforce a sense of belonging.

From Valentine's Day treats to St. Patrick's Day festivities, from healthy "reset" snacks in January to an Easter egg hunt complete with a golden prize, the committee builds a calendar of events that employees can look forward to throughout the year. In May, Mother's Day is marked with flowers and small gifts. In the summer, the company's participation in a corporate 5K run/walk at Westchester Community College draws dozens of employees into a shared experience outside the office.

The impact of these efforts goes beyond the events themselves. They create moments of connection across departments and generations, reinforcing a sense of belonging that has long been a hallmark of Krasdale's culture. Estevez notes that employees genuinely look forward to these activities, not just for the treats or prizes, but for the chance to engage with one another in a different way.

The origins of the Culture Committee reflect the same collaborative ethos. What began as a simple idea, to do something more for employees, gained traction as Krasdale's leadership team embraced it. When company President and COO Gus Lebiak approached Estevez to lead the initiative, she didn't hesitate. With leadership support and a team behind her, the committee quickly took shape.

That support is emblematic of Krasdale's broader management philosophy. Estevez describes a workplace where leadership is accessible, where employees



Members of the Culture Committee at Krasdale Foods are (standing) Kristian Moyna, Joey Lebiak, Crystal Mudry, Brendan McCormick, (seated) Noel Reyes and Janet Estevez.

are encouraged to share ideas and where even long-tenured team members continue to feel heard. The Culture Committee thrives in that environment, serving as both a reflection of leadership values and a channel through which employees can contribute to the company's evolving identity.

Equally important is the blend of perspectives that shapes the committee's work. Estevez draws particular energy from collaborating with younger employees, whose enthusiasm and fresh ideas help keep the programming dynamic. She explained: "It's great working with young people because I love their enthusiasm. It motivates me." At the same time, her own experience provides continuity and perspective, a balance that mirrors Krasdale's broader approach to growth where tradition and innovation coexist.

In many ways, the Culture Committee is a microcosm of Krasdale itself: a company with deep roots that continues to evolve by investing in its people. The monthly events may be small in scale, but their cumulative effect is significant. They reinforce relationships, boost morale and remind employees that they are valued, not just for their work, but as individuals.

For Estevez, that's ultimately what the committee is all about. It's not just about planning events; it's about creating an environment where people can enjoy coming to work, connect with their colleagues and feel part of something larger. At Krasdale, culture isn't left to chance. It's built, month by month, by people who care.

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Where Work Meets Expression: Art In The Halls At Krasdale

Walk through the headquarters of Krasdale Foods in White Plains, NY, and the company's commitment to culture is immediately visible, not just in how people interact, but in the environment itself. Sunlight pours through expansive windows, illuminating a space filled with lush greenery, historic photography, and an evolving collection of artwork that transforms the office into something closer to a gallery than a traditional workplace.

What sets this display apart is not just its visual appeal, but its deeply personal nature. Alongside pieces on loan from local artists, many of the works adorning Krasdale's walls are created by its own associates. Paintings, photographs, and mixed-media pieces offer employees a chance to share their creativity with colleagues, bringing a piece of their lives outside of work into the heart of the organization.

The collection is not static. Throughout the year, the artwork is rotated, giving new voices and perspectives an opportunity to be seen. Each new installation is marked by an evening gathering at the office, where employees come together over drinks and light fare to take in the latest display. These events are less about formality and more about connection - an extension of the same philosophy that drives initiatives like the Culture Committee.

In these moments, the walls do more than decorate the space, they tell the story of the people who make up Krasdale. By celebrating associates' talents and encouraging them to share their passions,



the company reinforces a simple but powerful message: employees are valued not just for the work they do, but for who they are.

It is a small but meaningful gesture, and like so many aspects of Krasdale's culture, its impact resonates far beyond the surface.



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Woven Together: The People, Partnerships And Purpose Behind Krasdale Foods' Enduring Culture

In an industry defined by constant pressure, from pricing to labor to competition, longevity is increasingly uncommon. Yet at Krasdale Foods, it remains one of the company's most defining characteristics. Across departments and disciplines, associates with 20, 30 and even 40-plus years of service describe a workplace that has sustained not only careers, but deep personal and professional connections.

Taken together, their experiences reveal something more than retention. They point to a culture built deliberately over time, one in which people are developed, supported and connected in ways that reinforce both individual success and collective strength. Krasdale, in their telling, is not simply an organization. It is a fabric, woven from the threads of the people who have chosen to build their careers within it.

For many, that connection begins with opportunity, and grows through partnership.

Carlos Padilla, Director of Retail Operations for Alpha 1 Marketing, arrived at Krasdale after a decade in su-



Carlos Padilla
Director of Retail Operations, Alpha 1 Marketing

permarket operations. Over 30 years, he has built a career centered on helping independent retailers succeed, working alongside store owners as they expand from single locations into multi-unit operators. Those relationships, forged over decades, extend well beyond business.

His role, like many at Krasdale, is rooted in shared success. By investing knowledge and guidance into independent grocers, the company strengthens its own foundation. That dynamic - mutual growth driven by partnership - recurs throughout the organization.

Padilla put it this way: "One aspect of my job that's really enjoyable is that every day offers a different experience. My challenge is to help people get into business and teach them how to be profitable. We're a team and we build bonds with our customers. We're very close with them; they're like part of our family. And that's really special!"



Mike Rios
Director of Procurement, Dry Grocery

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It is equally evident in the career of **Mike Rios**, Director of Procurement for Dry Grocery, who began as a warehouse clerk and rose through inventory control, supervision and ultimately into leadership. Early in his tenure, he noticed something that would later define his own path: the number of colleagues who had spent decades at the company.

That observation signaled stability, but also something deeper. Over time, the relationships he built, both within Krasdale and across the industry, became a reason to stay. Even colleagues who left often returned, reinforcing the sense that Krasdale offers an environment not easily replicated elsewhere.

“I’ve been involved in multiple levels over my years at Krasdale,” said Rios. “One thing in my career here that’s remained consistent is the family-like atmosphere. The culture here makes it easy to stay. I haven’t updated my resume in years - I just haven’t had any reason to look elsewhere. I enjoy the relationships I’ve harbored, not only within the organization, but within the industry itself.”

For **Gary Tirpak**, Director of Dairy and Frozen Merchandising, that difference is rooted in ownership structure.



Mike King
Director of Government Relations and Retail Services



Gary Tirpak
Director of Dairy and Frozen Merchandising

Having worked in a corporate environment marked by restructurings and uncertainty, he found in Krasdale a sense of continuity and connection.

Here, he says, the concept of family extends beyond the company itself to include customers, many of whom have partnered with Krasdale for decades. That continuity shapes decision-making and creates an environment where long-term relationships carry as much weight as short-term results.

“When I first joined Krasdale we had customers that had been doing business with the company for 40, even 50 years,” Tirpak explained. “That level of continuity continues today. The sense of family extends beyond Krasdale - we’re a family business helping other small family businesses.”

That same sense of purpose defines **Mike King’s** experience. As Director of Government Relations and Retail Services, he has spent years helping independent store owners navigate regulatory challenges while building their businesses. What stands out most is not the complexity of the work, but the outcomes.

He has witnessed entrepreneurs invest everything into their stores, struggle through early challenges and ultimately achieve success, sometimes growing into multi-store operators. Being part of that journey, he notes, is both rare and deeply rewarding.

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“I’m proud to say I’ve experienced many success stories with our retailers,” said King. “One example that stands out is a customer who started with us, first with just one store, then adding another and so on throughout the years. Currently, he owns 14 stores and has been extremely prosperous. He also remains very humble and thankful for his success. Over the many years we’ve become friendly, too; I got to see his kids grow up and he also got to see my children grow up. Those types of relationships are not unusual at Krasdale.”

The internal culture that supports those external relationships is equally significant.

For **Marcy Grossman**, Assistant Corporate Controller, Krasdale’s defining trait is accessibility. After beginning her career at a major accounting firm and later returning to the workforce at Krasdale following time away to raise a family, she found a workplace where leadership engagement is both visible and genuine.

Senior executives and ownership maintain a presence



Billy Richards
Corporate Controller



Marcy Grossman
Assistant Corporate Controller

that transcends hierarchy. Employees are known, not just by role but by name. That level of connection fosters a sense of belonging that has sustained her long tenure and progression through multiple leadership roles.

Grossman said, “The teamwork component at Krasdale is very noticeable, as is Krasdale’s focus on maintaining a good culture. It’s not unusual for Thatcher Krasne to stop by and show a true interest in what I’m doing. Even outside the office, that comfort zone exists. My husband and I recently had dinner at a local restaurant and we bumped into Gus Lebiak, who hadn’t met my husband. After a few minutes both of them were engaged in a conversation about cars. Working with approachable people who genuinely care about the associates is a difference maker for me.”

Billy Richards, Corporate Controller, describes a similar experience, emphasizing both the personal and professional advantages of Krasdale’s structure. Over more than two decades, he has moved through a wide range of roles, gaining exposure to nearly every aspect of the business.

That breadth of experience is a direct result of the company’s scale, large enough to provide complexity, yet close-knit enough to offer access and opportunity. It is an environment where those willing to engage deeply with the

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Ivette Malave
Director of Credit and Collections



Natalie Menns
Director of Customer Experience

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business can grow continuously.

“Joining Krasdale in 2000 was my second job after graduate school. What I’ve appreciated over the years is management’s faith in me to grow. Having had many jobs in the finance department over the years has made me better and that trust also benefited the company. Leadership recognized that I was hungry and willing to pull up my sleeves and gave me the opportunity to advance and I feel blessed.”

For **Ivette Malave**, Director of Credit and Collections, that growth has been both structured and deeply personal. Beginning as an accounts receivable clerk in 2001, she progressed through analytical, supervisory and leadership roles, building expertise while developing relationships across the organization.

What kept her at Krasdale, she explains, was not only opportunity, but environment. The company’s emphasis on mentorship, open communication and respect for individual perspectives created a setting where her voice was valued. That sense of inclusion, combined with strong leadership guidance, has been central to her career trajectory.

“What really motivates me and fills me with pride is be-

ing able to sit down one-on-one with an account that has faced challenges and work together to succeed and overcome their obstacles,” said Malave. “Witnessing their progress and ultimate success brings me immense pride and reaffirms the purpose behind what we do as a team. It’s these moments of transformation that inspire me the most and I’m grateful to be part of a team that creates such a positive impact.”

Natalie Menns, Director of Customer Experience, represents another dimension of that growth, one rooted in service and adaptability. Joining Krasdale after starting her career at A&P, she began as an administrative assistant and steadily rose through the ranks by identifying opportunities to improve how the company engages with its customers. Over time, she built and standardized processes, led large cross-functional teams and ultimately took on responsibility for both customer service and inside sales.

Her role places her at the front lines of Krasdale’s relationship with its independent retailers, often requiring real-time problem solving in high-pressure situations. Whether navigating supply challenges during a storm or coordinating support for customers in need, Menns embodies the company’s commitment to responsiveness and

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partnership. Just as importantly, her career progression highlights Krasdale’s ability to recognize initiative and elevate those who bring both operational discipline and a customer-first mindset to their work.

Also important to Menns is Krasdale’s level of humanity, relating this story: “Last year, Hurricane Melissa devastated my home country, Jamaica. Krasdale came to me and tasked me with finding a reputable organization we could support.



Simon Barker
Chief Information Officer

I later found out that the idea came from our truck drivers. Krasdale donated over 500 cases to the JAHJAH Foundation (Jamaican Abroad Helping Jamaicans at Home), a boots-on-the-ground organization. What a wonderful group of people contributing to a worthwhile cause. JAHJAH kept us informed through the entire journey - from when they picked up the product to when the people that are in the affected areas received those products. I was proud to be a part of these community efforts. In an extension of that, JAHJAH came back to us and purchased cases for other donations. We ended up with a new customer and I was so proud to be part of these community effort. That’s what makes you feel good about working for Krasdale.”



Steve Laskowitz
EVP of Information Technology

Across the organization, leadership itself is consistently described as a differentiator.

Simon Barker, Chief Information Officer, has spent his career guiding Krasdale through technological transformation, from early network systems to virtualization and cybersecurity. His progression reflects both personal initiative and leadership support, particularly in the company’s willingness to invest early in innovation.

That forward-looking approach, combined with stability, has allowed Krasdale to evolve without losing its identity.

“One constant over the 31 years I’ve been with Krasdale is that leadership takes employee feedback into consideration when making decisions,” Barker explained. “Although management has changed over the years, I continue to appreciate how the executive team has really supported me and my team. I would not have been able to step into my new role of CIO had they not allowed me to invest the time needed to allow my team to properly transition.”

That balance between continuity and evolution is perhaps most visible in the career of **Steve Laskowitz**, whose more than four decades with the company span the full arc of its technological transformation. Joining in 1981 as a junior programmer, he entered Krasdale at a time when

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computing itself was still emerging. Under the influence of leadership that understood the strategic importance of technology, Laskowitz grew alongside the business, ultimately becoming EVP of IT. His experience reflects a company willing to invest early, think long term and empower its people to lead critical change. Just as important, it underscores the role of trust, leadership recognizing potential and giving individuals the latitude to shape the company's future.

"As I've said many times, Mr. Krasne's brilliance in IT gave us a headstart and we've been on the leading edge ever since," said Laskowitz. "I expect that to continue as we've got a solid team in place. Many of our IT associates are in their 40s and early 50s and have been here for 10-25 years. People come here and stay here. And the company continues to add new associates with newer knowledge and experience to make sure we're always staying ahead of the curve."

That same spirit of innovation and fulfillment is reflected in the experience of **Rich Hartnett**, Mainframe Development Manager, who has spent more than three decades designing and building systems that underpin Krasdale's operations. Having come from larger corporate environments, he immediately recognized something different in Krasdale's culture - an environment where collaboration and creativity were central to the work.

For Hartnett, the combination of engaging work and supportive colleagues made the decision to stay an easy one. As he puts it, "Every day I came to work, I felt good about what it was that I was going to be doing." That sense of purpose, rooted in both the work itself and the people around him, has defined his tenure and reflects a broader theme



Guillermo Fisher
General Manager of the Distribution Center

echoed throughout the organization.

Few individuals illustrate Krasdale's internal mobility more clearly than **Guillermo Fisher**, General Manager of the Distribution Center. Beginning as a warehouse selector in 1977, he rose steadily through supervisory and management roles, eventually leading operations.

His career underscores a core Krasdale principle: potential is recognized and developed internally. Advancement is not confined to a single track but can span functions, responsibilities and decades of growth.

"I'm an example of how you can begin as an hourly worker (warehouse selector) and progress to running one of the most important departments at Krasdale," said Fisher. "What interested me in the beginning, and what continues to motivate me, is the concern management has about their associates. Developing a great culture is difficult to do and maintaining that culture may be even harder. I've always appreciated management's openness, accessibility and flexibility."

Chris Guzman's 22-year journey at Krasdale is a reflection of the company's deep commitment to developing

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talent from within. He joined the organization fresh out of college as an administrative assistant in the advertising department, his first full-time role, and quickly realized he was becoming part of something much larger than a job. Over the years, Guzman steadily advanced through the organization, building relationships with customers, mastering the foundation of the business, and taking on increasing responsibility as Production Manager and later Advertising Manager.

Today, as Director of Advertising, Guzman leads a high-performing team and works cross-functionally to support Krasdale's independent retailers. He credits his growth to the opportunities he was given along the way, as well as to strong leadership and mentorship. Guzman points to the guidance and support of leaders such as Dennis Hickey, who has helped elevate his professional development in recent years, and Gus Lebiak, whose long-standing mentorship played a significant role in shaping his career.

More than titles, Guzman says his career has been defined by growth, relationships and purpose. What began as a first job evolved into a lasting career, and a second family, reinforcing why so many long-tenured employees choose to build their futures at Krasdale."



Chris Guzman
Director of Advertising

That same principle is evident in the experience of **Benny Leyro Jr.**, Outbound Manager, who joined the company in 1994 as a shipping clerk. Over the years, he progressed through supervisory and managerial roles, building operational expertise while learning from long-tenured leaders.

For Leyro, the consistency of leadership - and the loyalty demonstrated by those above him - has been a motivating force. The company's investment in development, including leadership training, has allowed him to refine his skills while preparing the next generation of associates.

Leyro, like Fisher, is a home-grown talent who started at an entry-level position (clerk) and has progressed to become a key member of management. "The loyalty the



Paul Dreizler
Senior Manager of Merchandising

company has shown has motivated me to continue to pursue advancement here and is a measure of pride for me," said Leyro.

Paul Dreizler's career reflects another dimension of Krasdale's culture: the ability to evolve within the organization. After joining in 1995 and spending nearly two decades immersed in warehouse operations, he developed a deep understanding of the company's logistical engine. But rather than remaining on a fixed path, he was given the opportunity to transition into the buying side of the business, a significant shift that required both trust from leadership and a willingness to embrace change. That move not only broadened his own career - he is now the company's Senior Manager of Merchandising - but reinforced a broader truth about Krasdale: advancement is not linear, and those willing to grow can redefine their roles over time.

"And the great thing that's so creative about my journey here at Krasdale is that I've worked across many functions. In my 18 years in distribution, I did just about every job that there was to do in the warehouse. When I moved to headquarters in 2012 in a totally new department - merchandising - I began working in one of the most important aspects of our business. I'm grateful that Krasdale's given me those

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diverse opportunities.”

Longtime buyers such as **Neil Gewelb**, Vice President of Procurement, have experienced that leadership dynamic from yet another perspective. Over more than four decades, he has seen firsthand how open dialogue between leadership and associates drives innovation and continuous improvement.

From early system development to modern refinements, the company has consistently encouraged input from across the organization. That willingness to listen - and act - has been a cornerstone of Krasdale’s evolution.

“One thing I remember Mr. Krasne always asking was ‘What do you need to make us better?’ That same mindset prevails today,” explains Gewelb. “Krasdale has been a wonderful company to work for. I’m a second-generation member of the team. My father Robert served as Executive VP and worked directly under Mr. Krasne. The ethical standards that were put in place

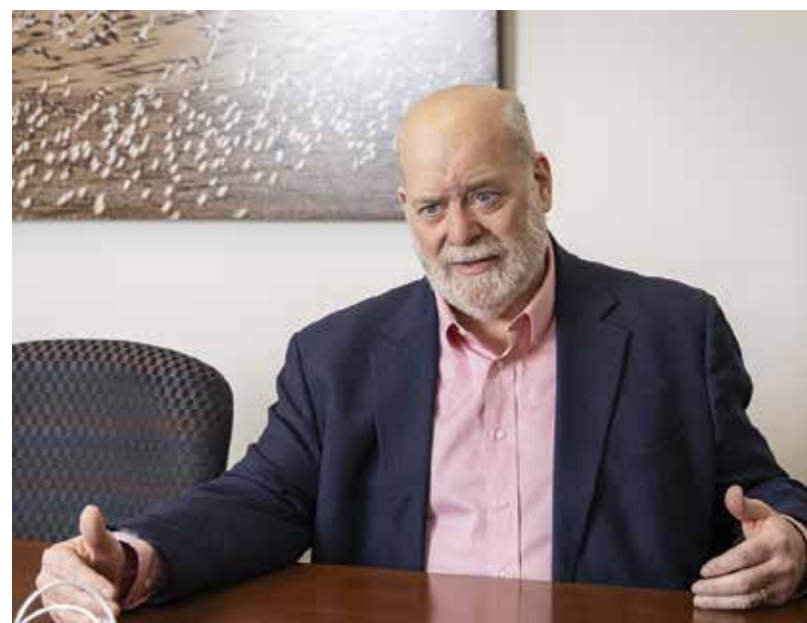
before I joined the company in 1983 remain at the heart of the organization today. That’s been very important to me and I believe it’s a trait that is very important to the associates as well.”

Even roles that operate behind the scenes reflect the same culture.

Janet Estevez, Director of Facilities, describes a workplace defined by respect, inclusion and genuine care for employees. Over nearly three decades, she has experienced leadership that not only values her contributions but takes a personal interest in her well-being.

That level of engagement, she notes, is not isolated, it is embedded in the company’s broader approach to its people.

“I’ve been here for 30 yers,” said Estevez, “and I deeply care about Krasdale and they care about me, too. I’ve had quite a few medical issues throughout the years, and it’s been that level of



Neil Gewelb
Vice President of Procurement

compassion that really resonates for me. In fact, it brings me chills to think they really care that much. It’s not just me, it’s everyone.”

Across all of these voices, a consistent picture emerges. Krasdale’s ability to retain talent is not the result of a single initiative or program. It is the product of a culture that aligns opportunity with support, autonomy with guidance and individual growth with collective success.

Associates stay because they can build careers, not just hold jobs. They stay because leadership is present, accessible and invested. They stay because relationships - both within the company and with customers - create a sense of purpose that extends beyond day-to-day responsibilities.

Perhaps most importantly, they stay because they feel part of something enduring. In an industry where change is constant, Krasdale has built continuity not by resisting change, but by anchoring itself in its people. Each career path, each mentorship, each long-standing relationship contributes another thread to the fabric.

Individually, those threads tell stories of growth, resilience and partnership. Together, they form something stronger, a cohesive organization defined not just by what it does, but by the people who make it work. And in that sense, Krasdale’s greatest strength may not be its scale or its history, but the way its people are woven together, creating a culture that is both durable and distinctly its own.



Janet Estevez
Director of Facilities



General Mills

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Chef Rosie, CTown Influencer Partner:

“For Me, CTown Will Always Feel Like ‘Home’”

“Since 2021, partnering with Krasdale and CTown has meant so much to me; it’s more than a business relationship, it’s deeply personal.

“I grew up shopping at CTown. In the 90s, a time when many major supermarket chains wouldn’t dare open in neighborhoods like ours, CTown was there. It wasn’t just a grocery store, it was a community staple.

“I remember Saturday mornings, my mom would take us food shopping at our nearest CTown and when we got home, she’d make mangú with los tres golpes. Those mornings were everything, bachata playing, salami frying, queso and eggs on the stove. Those weren’t just meals, those were memories. And so many of the ingredients that made those moments possible came from CTown shelves. That’s why working with CTown since 2021 felt like a full-circle moment for me.

“As a Dominican-American chef, restaurant owner and content creator, my mission has always been to celebrate culture through food and bring families together at the table.

“Krasdale and CTown have been doing that for generations. They understand that food is identity, comfort and home. They’ve consistently carried products that reflect not only the hispanic community but many other communities that remind people of where they come from and who they are.



“What makes Krasdale truly special is that they are family-owned and community-focused. You feel it in the way they operate, support small businesses, local brands and entrepreneurs like myself. They don’t just stock shelves, they also invest in neighborhoods.

“Working with CTown over the years has allowed me to connect my personal story with my culinary journey. From store events, to campaigns, to being part of major shows, every opportunity has felt connected with who I am and what I stand for. It’s never just about selling products, it’s about storytelling, representation and honoring the flavors that raised us. When I partner with CTown, I’m not just collaborating with a supermarket, I’m collaborating with a brand that helped feed my childhood and continues to feed so many communities today.

“To now be featured as part of Krasdale’s story is truly an honor. Because in many ways, their story is my story. A family story, a New York story, a community story. The recipes passed down through generations. It’s about making sure families like mine feel represented and connected to their roots through food. CTown has always made that possible throughout the years, creating spaces where culture lives on the shelves and at the table. With the blessings of God, I hope they continue to do so for generations to come.

“For me, CTown will always feel like home.”

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Krasdale Foods On More Than A Century Of Serving Independent Retailers In The Metro New York Market!

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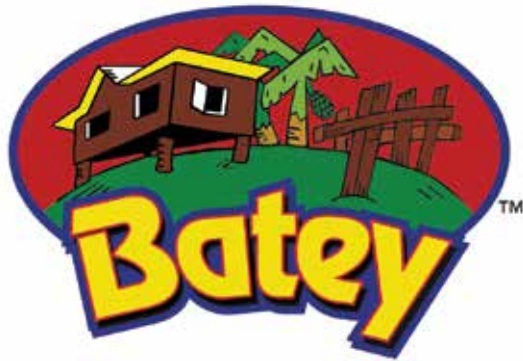
¡El que le gusta a mi gente!



Saluting



**On More Than A Century Of Serving
Independent Retailers In The Metro New York Market!**



Developing The Next Generation: How Krasdale Is Turning Its Culture Into A Leadership Engine



Leadership Development Training Graduates: standing - John Aleksandrowicz, Gary Tirpak, Mike Rios, Jenn Vannucci, John Borzumato, Simon Barker, Dan Di Pierro, Ramon Rodriguez, Lou Scagnelli, Primo Muñoz;
Seated: Phil Kelly, Natalie Menns, Klarenz Shaughnessy, Ruth Somoza, Mike King, Marcy Grossman, John Zuniga-Moore and Billy Richards.

At Krasdale Foods, longevity isn't an exception, it's the norm. Across the company, careers don't just span years, they span decades. Walk through the distribution center or the corporate offices and you'll find leaders who started in entry-level roles and grew up with the business, learning it, shaping it and, in many ways, becoming part of its institutional memory.

That kind of continuity has helped sustain Krasdale for more than 118 years. But it also raises a critical question: how do you evolve without losing what made you successful in the first place?

For **Bill Ross**, Vice President of Human Resources, the answer was clear - make leadership development intentional.

Ross arrived at Krasdale with more than three decades of HR experience across industries. What stood out to him immediately when he joined the organization wasn't just the tenure across the team, it was the consistency in how people described the company: accessible leadership, strong relationships and a sense that employees weren't just workers, but part of something enduring.

"If you start with good people, that impacts everything, your customers, your employees, your results," Ross said.

What didn't exist, at least formally, was a structured way to pass that mindset forward.



Bill Ross
Vice President of Human Resources

CONTINUED on page 48

Saluting  on more than 118 years of service to their communities. Thank you for your partnership.

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LEADERSHIP DEVELOPMENT from page 46

Turning Culture Into Something Teachable

The Leadership Development Program wasn't created to replace Krasdale's culture. It was designed to codify it. Working with Development Dimensions International (DDI), Ross and the leadership team built a program focused on communication, feedback and executive presence. But the real innovation wasn't in the curriculum, it was in how the company chose to deliver it.

Instead of separating participants by function or seniority, the first cohort brought together leaders from across the organization: merchandising, IT, finance, warehouse operations, marketing and business development. Some had spent 30 or 40 years at Krasdale. Others had arrived less than a year earlier.

That mix changed the dynamic immediately. For longtime employees, it created something rare: a chance to step outside their day-to-day roles and see the company through unfamiliar lenses. For newer hires, it offered an accelerated understanding of how Krasdale actually works - not on paper, but in practice.

The Moment The Walls Come Down

Inside the sessions, hierarchy faded quickly. What replaced it was conversation - about how decisions get made, how problems are solved and how different leaders approach the same situation in entirely different ways. That was the moment the program began to resonate.

For **Billy Richards**, whose 26-year career has taken him from staff accountant to corporate controller, the experience wasn't about learning something new as much as re-seeing what he already knew. Hearing how others approached similar challenges, he said, forced him to rethink his own instincts. "It made me consider how I handle situations and how others might approach the same challenges differently," Richards said.

That kind of reflection surfaced repeatedly, but in different ways, depending on the participant. **Carlos**



Chris Guzman
Director of Advertising



The program provided a forum for us as peers to learn from each other and help navigate real-time management decisions."

Jenn Vannucci



Dan DiPierro
SVP of Grocery Merchandising

Padilla, who has spent decades working directly with independent retailers, is used to being decisive. His role demands it. But in the program, he found value in slowing down and examining alternative approaches. "Seeing how colleagues deal with problems gave me new ways to think about my own decisions," he said.

Even for senior leaders, the shift was tangible. **Dan DiPierro**, with more than 40 years in the business, admitted he entered the program with some skepticism. That didn't last long. "It helped me understand my teammates' challenges and perspectives in a way I hadn't before," he said.

For **Chris Guzman**, whose 22-year career has taken him from entry-level admin to Director of Advertising, his path at Krasdale reflects the company's long-standing commitment to leadership development. Guzman credits his growth to a culture that consistently challenges employees, invests in their development and prepares them for expanded responsibility. He insists the program reinforced the importance of continuous improvement and underscored the value of working for an organization that actively invests in its people, ensuring leaders at every level are equipped to grow, inspire others, and drive shared success.

CONTINUED on page 50

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Lou Scagnelli
Director of Produce & Floral Merchandising



Phil Kelly
Director of Meat Merchandising

LEADERSHIP DEVELOPMENT from page 48

Experience Meets Perspective

What made those conversations meaningful wasn't just the diversity of roles, it was the diversity of tenure. In one discussion, a leader who had spent decades in the company might be sitting next to someone still learning its rhythms. In another, a warehouse operator might be comparing approaches with someone in marketing or IT. The result was a kind of cross-pollination that doesn't happen in normal operations.

Gary Tirpak, whose work in merchandising is typically focused on vendors and product strategy, found himself thinking more broadly about how decisions ripple through the organization. "You realize how much more there is going on beyond your own department," he said.

For **Lou Scagnelli**, the takeaway was more personal - understanding how leadership styles differ, and why. "It gave me better insight into how to work with people and develop as a leader," he said.

And for **Phil Kelly**, who has spent a lifetime in the meat business, the sessions reinforced something that's easy to overlook in a results-driven environment: there is no single way to lead. "Everyone leads differently, and hearing those perspectives makes you better," he said.



Chris Mailhot
Director of Warehouse Operations

A Proving Ground For New Leaders

If the program created reflection for seasoned employees, it created clarity for newer ones.

Chris Mailhot, who joined Krasdale in 2025, came in with deep operational experience, but not within Krasdale's culture. The leadership program helped him navigate that transition. "It's about balancing new ideas with the experience that's already here," he said.

That balance, between introducing change and respecting history, is one of the defining challenges at Krasdale.

John Borzumato entered the program with a background that spans both foodservice and retail, bringing a perspective



You realize how much more there is going on beyond your own department."

Gary Tirpak

CONTINUED on page 52

THE NEW YORK YANKEES ARE
A PROUD PARTNER OF
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LEADERSHIP DEVELOPMENT from page 50

shaped by working with operators at every stage of growth. For him, the value of the program centered on breaking down silos. “The biggest benefit was the collaboration piece,” he said. “You start to understand how solving a problem in one area can create challenges somewhere else, and that makes you think differently about how you communicate and lead.”

John Aleksandrowicz, who has worked across multiple organizations, recognized that immediately. “You learn how this organization approaches the same challenges you’ve seen elsewhere,” he said.

For **Jose Torres**, the program provided something more foundational: a framework for leadership itself. “It taught me how to better communicate and lead my team, and how everything connects,” he said.

Ruth Somoza, who joined Krasdale in 2025 from a large logistics organization, said the program served a dual purpose for her - onboarding and alignment. As a senior HR leader, she entered with experience, but not yet with Krasdale’s institutional context. The program helped close that gap quickly while positioning her as a partner to the very leaders she supports. “It helped me learn about our leadership team and better understand the challenges they face, while also giving me the tools to support them as an HR partner,” she said.

Where Culture Becomes Action

As the sessions progressed, one idea began to surface again and again: leadership at Krasdale isn’t confined to titles. It shows up in how teams collaborate, how problems are solved and how employees support one another across departments. That’s where the program begins to move from theory to impact.

Klarenz Shaughnessy described it as a shift in mindset - moving from reacting to thinking more deliberately about leadership choices. “It helped me

CONTINUED on page 54



Jose Torres
Director of Sales, Program Channel



John Borzumato
Corporate Director of Business Development



John Aleksandrowicz
Director of Business Initiatives



Ruth Somoza
Senior Manager of Human Resources



You start to understand how solving a problem in one area can create challenges somewhere else, and that makes you think differently about how to communicate and lead.”

John Borzumato



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LEADERSHIP DEVELOPMENT from page 52

step back and think more strategically about leadership,” he said.

Mandu Bandi saw it in the practical nature of the discussions. “It wasn’t just theory, we worked through real challenges and how different parts of the business connect,” he said.

As Director of Marketing, **Jenn Vannucci**’s role naturally spans multiple departments, making the leadership development training especially resonant. She noted that the program reinforced the interconnected nature of the organization. For Vannucci, the experience reflected what she aims to achieve every day at Krasdale - collaboration across teams, shared problem-solving along with a company-wide commitment to developing leaders who understand both the business and the people behind it. “It showed how interconnected everything is across departments, and the program provided the forum for us as peers to learn from each other and help navigate real-time management decisions,” she said. Ultimately, the training affirmed the value of investing in leaders who are equipped to think holistically and lead with confidence in a complex, fast-moving organization.



Klarenz Shaughnessy
Manager of Secured Transactions and Compliance



Madhu Bandi
Director of Application Development



Jenn Vannucci
Director of Marketing

Reinforcing The Foundation

For Krasdale’s longest-tenured employees, the program has had a different, but equally important, effect: validation. It confirms that the culture they helped build is not only still relevant, but essential to the company’s future.

Guillermo Fisher, who began his career in the warehouse in the 1970s, sees the program as a bridge between generations. “It’s about sharing experience while embracing new perspectives,” he said.

Employees like **Mike Rios**, who started in the warehouse and rose to a senior role, see the program as reinforcing what made them stay. “You’re not just a number here, you’re part of something,” he said.

CONTINUED on page 56



It’s about sharing experience while embracing new perspectives.”

Guillermo Fisher

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Smucker's Congratulates Krasdale Foods
on Serving their Communities for 118 years!



LEADERSHIP DEVELOPMENT from page 54

Carrying It Forward

If there is a single thread running through Krasdale’s Leadership Development Program, it’s connection. Connection between departments. Between generations. Between past and future. It’s visible in how leaders approach their roles, from supporting independent store owners to managing customer relationships to driving technology and operations.

That connection is especially visible in leaders like **Ramon Rodriguez**, whose career spans both sides of the business, from running a Krasdale-supplied supermarket in Brooklyn to helping expand the company’s footprint in Florida. His journey reflects the very ecosystem Krasdale is built upon: independent operators growing into partners, and partners becoming

leaders within the organization.

Rodriguez, now Director of Business Development for Bravo in Florida, sees leadership through the lens of service, an approach shaped by Krasdale’s philosophy. “If the customer is successful, I am successful. I try to come at it from the mindset that I don’t work for Krasdale, I work for the stores, and I make them the priority.”

The connection is also reinforced in the program’s most important outcome: a shared understanding of what leadership looks like at Krasdale.

For Ross, that outcome is the goal. “We’re building leaders who understand what makes Krasdale unique and who can carry that forward,” he said. In a company where history matters as much as growth, that may be the most important work of all.



Ramon Rodriguez
Director of Florida Business Development



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From First Store To Future Growth: How Krasdale's Florida Business Began And Where It's Headed Next



Expansion into Florida didn't begin as part of a grand, multi-year strategic blueprint, it started, instead, with a phone call.

More than two decades ago, a longtime New York customer told **Dennis Wallin**, Executive Vice President of Business Development, that he had purchased a store in Orlando and wanted to know if Krasdale could supply it. The idea seemed impractical at first - "that's a long way for trucks to haul," as Wallin recalled - but it sparked something more important: a test of whether Krasdale's model could travel beyond the dense, hyper-local markets of Metro New York.

What followed was not just geographic expansion, but the foundation of a business that is now entering its next chapter, one increasingly defined by **Chris Lavoy** and the team on the ground in Florida.

Building On A 20-Year Foundation

Today, as VP of Bravo Florida, Lavoy sees the market not as an experiment, but as a proven growth engine with significant runway ahead.

The Bravo banner has been established in Florida for over 20 years, and is a recognizable and trusted presence in the market. Today, 86 stores are serviced in Florida. Lavoy is quick to point out that brand recognition alone isn't what has fueled growth. It's the company's ability to create value for independent retailers while allowing them to remain independent that continues to set it apart."

As **Ramon Rodriguez**, Director of Florida Business Development, puts it, "We're partnering with operators to build something that works for their community. Whether it's bringing the right location, the right assortment, or the right level of support, our job is to put them in the best position to succeed."

At the core of that approach is a culture rooted in relationships. Lavoy describes an organization built on trust and long-standing partnerships, where both customers and associates feel part of something larger. That environment has helped attract new operators while enabling existing ones to expand, often into multi-store businesses.

Just as important is flexibility. Recognizing that not every independent wants - or needs - to operate under a single banner, Krasdale has expanded its approach in Florida through an "Own Banner Program," offering the same level of sup-



Chris Lavoy
Vice President of Bravo Florida

port to retailers who choose to maintain their own identity.

Looking ahead, Lavoy sees continued expansion, particularly into northern Florida, alongside the ongoing challenge of helping independents compete in an increasingly complex retail environment marked by pricing pressure, labor costs, and ecommerce.

A Model Built For Local Relevance

That forward-looking strategy builds directly on the foundation established in the early years of the Florida business.

From the beginning, the Florida business team recognized that competing with large chains on their terms wouldn't work. Instead, the company leaned into what it did best: serving specific communities with tailored assortments and localized merchandising.

That's why the decision was made early on to emphasize the Bravo banner, with its stronger connection to ethnic and neighborhood-driven retail, rather than applying a more conventional supermarket approach.

Many of the first operators were New York transplants who understood that approach and brought it with them to Florida. Their success helped validate the model and create momentum in the market.

Evolving Beyond Traditional Wholesale

As the opportunity grew, the Florida business evolved as well. Without the same physical distribution network it relies on in the Northeast, the company developed a hybrid model,



Ramon Rodriguez
Director of Florida Business Development

combining merchandising, marketing and buying power to support its retailers. Rather than simply delivering product, the Florida team helps shape what goes on the shelf, how it's promoted, and how it connects with the local customer.

That requires a deep understanding of each market. As President and COO **Gus Lebiak** notes, success in Florida comes from identifying the right demographics and delivering products and services that larger, conventional stores often overlook.

It also means working closely with third-party distributors while maintaining control over the merchandising strategy thus ensuring that every store reflects the needs of its specific community.

From Past To Future

In many ways, the Florida story is a bridge between generations of leadership. Wallin was there for the origin, the moment when a single opportunity turned into a new market. Lavoy represents what comes next: a more structured, scalable operation with the potential to expand further across the state and beyond.

The common thread between them is a consistent philosophy: success comes from making independent retailers successful.

That idea helped launch the first store in Orlando. And, under Lavoy's leadership, it continues to guide growth in Florida, ensuring that what started as a bold move more than 20 years ago remains a defining part of the company's future.

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“Working with Krasdale Foods

and C Town and Bravo Supermarkets has been an incredible partnership for over a decade. What makes Krasdale truly special is their deep connection to the communities they serve across New York City. Their stores reflect the culture, diversity and everyday needs of neighborhoods in a way that feels authentic and meaningful.

“At iHeartMedia, we’ve had the opportunity to collaborate on a variety of programs that bring those communities together from memorable events like skating in Central Park to culturally relevant campaigns featuring artists and influencers such as DJ Prostyle, Judy Torres and Josh Martinez. Across brands like Z100, 103.5 KTU and Power 105.1, our goal has always been to keep CTown and Bravo top of mind with listeners while celebrating the neighborhoods they serve.

“What stands out most about Krasdale is their commitment to partnership and innovation. They understand the power of connecting with consumers through



trusted voices, local events and culturally relevant storytelling. We’re proud to work alongside a company that values community, creativity and long-term relationships as much as we do.”

Jill Oliva, Director of Brand Partnerships & Integrated Media, iHeartMedia New York



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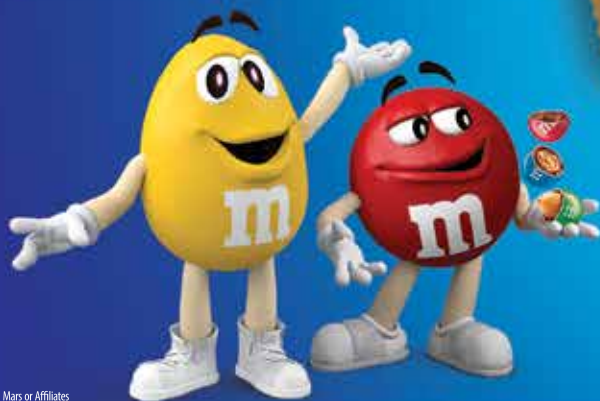
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DreamYard

"We are incredibly grateful for Krasdale's long-term commitment to DreamYard and to this neighborhood....Their belief in our mission and their continued investment in our youth have made a lasting and meaningful impact, and we are proud to call Krasdale Foods a true partner in our work.

"For more than a decade, DreamYard and Krasdale Foods have shared a deep commitment to creating lasting impact in the Bronx. Since 2016, Krasdale has stood beside us as a trusted partner, helping to foster creativity, leadership and opportunity for the young people and families we serve. Their support has been instrumental in expanding access to arts education, youth development programs and community-based cultural initiatives that empower our students through the arts,

social justice and meaningful engagement.

"Krasdale's generosity has shown up in so many ways - from financial support, including naming DreamYard a beneficia-



Krasdale employees volunteer with DreamYard team.

ry of their annual charity golf outing, to hands-on, in-kind contributions that bring our community together. Each year, their support helps make our back-to-school Neighborhood Block Party at the DreamYard Art Center possible, welcoming more than 300 students and families with food, celebration and connection, as well as providing holiday meals that make a real difference during the winter season.

"We are incredibly grateful for Krasdale's long-term commitment to DreamYard and to this neighborhood. For nearly 10 years, they have been a source of stability, care and partnership at a time when many in our community are facing growing challenges, including food insecurity. Their belief in our mission and their continued investment in our youth have made a lasting and meaningful impact, and we are proud to call Krasdale Foods a true partner in our work."

Jason Duchin
Co-Executive Director, DreamYard



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For more than 20 years, Krasdale has played an integral role in the Yankees’ Annual Holiday Food Drive, supplying Bronxites with over 1,000,000 pounds of food. With roots in the Bronx and a history that goes back nearly 120 years, Krasdale and the Yankees have a shared sense of tradition and pride for our community.”

**“THANK YOU KRASDALE,
FOR ALL THAT YOU DO!”**



Krasdale Foods and the New York Yankees teamed last December up for the 31st annual Yankees Holiday Food Drive at Yankee Stadium. The holiday tradition rewards any fan donating food with two tickets to a 2026 Yankee home game. Krasdale Foods also donated nearly 100,000 pounds of food to the cause.

Photo Credit: New York Yankees Partnership. All rights reserved.



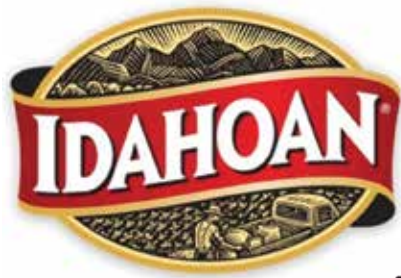
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These fine brands salute Krasdale Foods and its independent retailers for serving the Metro New York market for more than a century!



GIVING BACK WHERE IT MATTERS: FAT JOE ON PARTNERING WITH KRASDALE FOODS



FOR BRONX NATIVE AND GRAMMY-NOMINATED ARTIST FAT JOE, giving back isn't a side project, it's a responsibility rooted in his upbringing and his connection to the community that raised him.

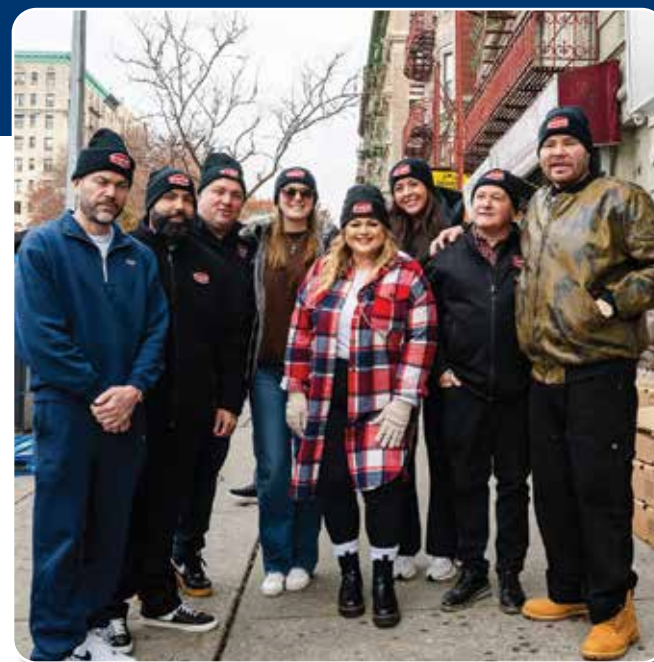
Over the past several years, Fat Joe has partnered with Krasdale Foods, along with C-Town and Bravo supermarkets, to host large-scale Thanksgiving food giveaways across New York City. What began as a way to support families during the holiday season has grown into a major annual initiative, providing thousands of turkeys and bags filled with essential groceries to residents in the Bronx and Manhattan.

At the center of that effort is a shared commitment to fighting food insecurity and ensuring families have access to the basics they need. "I've always been passionate about giving back to the less fortunate and people from underserved communities," Fat Joe said. "Krasdale has been an amazing partner for years. They've helped us feed thousands and thousands of families in need annually."

Through Krasdale's extensive network of C-Town and Bravo supermarkets, the partnership is able to reach deep into local neighborhoods—delivering not just holiday meals, but also fresh produce and everyday essentials that support healthier living.

For Fat Joe, what sets Krasdale apart is the way its team shows up. "They don't just donate, they're out there with us in the trenches handing out food to the community and showing love to people," he said. "I appreciate seeing the joy in the Krasdale team's faces when we're giving families food."

That hands-on involvement has helped turn a partnership into something more personal—an extension of a shared mission to uplift the communities they serve. "I really appreciate them for teaming up with me and my team to give hope and inspiration to the less fortunate," Fat Joe added.



Krasdale associates pictured with Fat Joe

Together, Fat Joe and Krasdale Foods continue to make a meaningful impact where it matters most - bringing resources, relief and a sense of community to thousands of families each year.

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Thank You, Krasdale



We value your continued partnership



A Partnership That Builds Communities: Los Rancheros Unidos & Krasdale Foods

For **Nelson Eusebio**, Founder and Vice Presidente of Los Rancheros Unidos, the organization's mission has always been rooted in giving back to the place so many in the industry still call home.

Founded 14 years ago by area supermarket owners in the Metro New York market with ties to Los Rancheros, a small and impoverished town in the Dominican Republic, the group began with a single goal: building a much-needed high school. But with the support of partners like Krasdale Foods, that initial effort quickly grew into something far more impactful.

Today, Los Rancheros Unidos has built more than 500

homes, along with playgrounds, medical clinics, churches and community infrastructure including roads, lighting and sewage systems. The organization also supports an orphanage, funds life-changing medical care and provides full college scholarships to dozens of students, many of whom have gone on to become doctors and other professionals serving their community.

Central to that success, Eusebio says, has been Krasdale Foods.

"When we first approached Krasdale and ex-

plained what we wanted to do, they didn't hesitate," he said. "They told us, 'Absolutely, we will support you 100 percent.' And for 14 years, they've stood by us."

That support goes well be-

yond financial contributions. Krasdale team members regularly travel to the Dominican Republic with the organization, working alongside volunteers and seeing firsthand the impact of their involvement.

"They don't just sponsor us, they come with us, they participate, they see where the help is going," Eusebio said. "That means everything to us."

Operating entirely on a volunteer basis, Los Rancheros Unidos directs the vast majority of its funds straight into the community it serves, a model that aligns

closely with Krasdale's own commitment to meaningful, hands-on support.

For Eusebio, the partnership reflects a shared belief in making a tangible difference.

"The unconditional support we've received from Krasdale for all these years has been incredible," he said. "We're very grateful that they believe in what we're doing and continue to stand with us."

Together, Los Rancheros Unidos and Krasdale Foods are not just funding projects, they are helping build a stronger, more sustainable future for an entire community.



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Cultural Relevance Still Strong After 118 Years



At 118 years old, Krasdale has demonstrated an ability to remain culturally relevant in unexpected ways. A few years ago, a CTown Supermarkets location became the backdrop for an impromptu photo moment featuring actor Adam Driver, drawing attention to the authenticity and everyday presence of independent grocers in popular culture. More recently,

Krasdale's legacy made its way onto the screen once again when a vintage can of Krasdale grape soda appeared in the long-anticipated final season of Netflix's *Stranger Things*. These moments - organic, unscripted and rooted in nostalgia - underscore how a nearly century-old company continues to resonate with new generations while honoring its past.

Photo Credit: Netflix, *Stranger Things*



“Krasdale Foods has long been an exemplary member of the Food Industry Alliance of New York State, including our 2021 Grocer of the Year award recipient. We take tremendous pride in representing the retail food industry in New York and members like Krasdale Foods are a strong example of the leadership, commitment and resiliency of our industry.”

Mike Durant,
President & CEO
Food Industry Alliance of NY





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