

FOR IMMEDIATE RELEASE

PFSbrands to Acquire Moser's Foods, Expanding PFSbrands into the Grocery Business

Holts Summit, Missouri – November 28, 2023

Pro Food Systems, Inc. (PFSbrands), a leader in branded foodservice locations and innovative food solutions, is proud to announce the upcoming acquisition of the renowned Show Me Oil Company, operating a convenience store and eight grocery stores in the Mid-Missouri area as Moser's Foods (Moser's). This strategic move represents a significant expansion for PFSbrands, underlining its commitment to growth and excellence in the retail food sector.



A Legacy of Quality and Community Service

Moser's, a locally-owned family grocery store chain, has been a staple in the Mid-Missouri area since 1982 when Founder & President Roger Moser, & his wife Jeanie ventured into the grocery business by purchasing an existing grocery store in Fulton, Missouri. Prior to operating grocery stores, Moser's first business venture was the Show Me Oil service station in Auxvasse, Missouri. Roger worked at this service station as a teenager and went on to purchase the location at the young age of 19. Moser later purchased and operated over a dozen service stations. His original location in Auxvasse is the only remaining convenience store owned by Moser and it continues to serve as the first and longest operating Champs Chicken location. Over the years, Moser's has grown to eight grocery store locations, each known for high-quality products, particularly their acclaimed meat selection dubbed 'A Cut Above the Rest'.



The acquisition of these nine locations by PFSbrands promises to uphold the legacy and community-focused philosophy that Moser's has built over four decades.

Speaking about the transition, Moser expressed his satisfaction and optimism for the future: "I am pleased to be selling our business to a local company that will allow our Moser's legacy to continue. All of our dedicated employees will be able to become employee-owners at PFSbrands and will have the opportunity to maintain their current positions. I've

been doing business with PFSbrands for over 25 years so I am confident that their leadership team will continue to operate the stores with the same high standards of excellence, commitment to quality and a commitment to the communities we serve.”

PFSbrands: A Testament to Entrepreneurial Spirit



*Shawn Burcham and Roger Moser
with the Champs Chicken mascot*

Shawn Burcham, Founder & CEO of PFSbrands, has steered his company from a bootstrapped, garage start-up in 1998 to an industry powerhouse, encompassing over 2,000 branded foodservice locations in 39 states, mostly operating in grocery stores and convenience stores. Known for brands like Champs Chicken, BluTaco, and Hangar 54 Pizza, PFSbrands exemplifies innovation and employee empowerment. Under Burcham's leadership, the company has seen remarkable growth, reflecting his dedication to continuous improvement and his desire to provide opportunities for others. In 2017, PFSbrands became 100% employee-owned when Shawn and his wife Julie transferred ownership of the company to their employees.

Reflecting on the acquisition, Burcham says, “Today marks a momentous occasion for PFSbrands as we begin making plans to welcome the entire Moser's team into our thriving environment. Now operating 9 Champs Chicken locations, Roger has been a customer, friend, family member, and mentor of mine for over 30 years. This acquisition is more than a business transaction; it's a union of two companies that share a deep commitment to quality, values, and community involvement. We're proud to be integrating Moser's into our operations and we're excited to extend our employee-ownership model to their dedicated team. Our journey with Moser's represents a new chapter in our story, one where we will continue to innovate and grow, while staying true to the core values that have driven our mutual success. We're looking forward to bringing our combined strengths to the Mid-Missouri communities and beyond, as we continue to redefine excellence in the retail food sector.”

A New Chapter of Growth and Synergy

The acquisition marks a new chapter for both entities, promising growth, and enhanced service offerings. Moser's Foods will remain under local ownership while continuing to operate under its well-established brand, maintaining their commitment to quality and community service. To do this, Steve Black joined the PFSbrands team as Chief Operating Officer in August of this year. Steve has a lifelong background in retail grocery and will ultimately be responsible for this new Retail Division. In addition, Steve leads the following divisions for PFSbrands: Marketing, Technology, Research & Development, Purchasing, and Field Operations.

To add more depth and expertise, Clint Adams will join PFSbrands as Senior Vice President - Retail Store Operations in February 2024 and will play a pivotal role in the transition process. Upon finalizing the acquisition in March of 2025, Adams is set to assume the position of President of the Retail Division within PFSbrands. Adams, who has an extensive

background in the grocery business, most recently serving as Regional Vice President of Operations for an independent grocery retailer in the Gulf Coast region, shares his enthusiasm:

"As we embark on this exciting journey, I am thrilled to be joining PFSbrands, a company known for its innovation, open-book leadership, and employee-focused culture. My role in this transition is to ensure that Moser's not only retains its unique identity but also thrives under the expanded capabilities and resources of PFSbrands. I look forward to leveraging my experience in the grocery sector to drive this vision forward, enhancing our service offerings and deepening our community connections. I also look forward to working with all of the Moser's team and helping them to grow in their careers. Together, we're set to create a new benchmark in the grocery industry."

A Future of Opportunities and Expansion

Both Moser's and PFSbrands are dedicated to providing customers with quality, value, and exceptional service. As we embark on this exciting journey, we look forward to the opportunities this partnership will bring to our employee-owners, customers, and the communities we serve.

For more information, please visit [PFSbrands Website](#) and [Moser's Foods Website](#).

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