

## FOR IMMEDIATE RELEASE

### UniPro Foodservice, Inc. Appoints Brian Larsen as Chief Operating Officer

#### A Proven Industry Leader to Help Shape and Drive the Future of UniPro

**Atlanta, GA – July 7, 2025** — UniPro Foodservice, Inc., the largest foodservice distribution cooperative in the United States, proudly announces the appointment of **Brian Larsen** as its new **Chief Operating Officer (COO)** effective July 7, 2025. A dynamic leader with nearly three decades of industry experience, Larsen brings a distinguished track record of leadership, strategic execution, and market expansion across the North American foodservice landscape.

In his most recent role as **North American Vice President of Program Sales** at Gordon Food Service, Larsen oversaw a \$15 billion portfolio representing 70% of the company's total sales volume. He led a workforce of 800 employees across the U.S. and Canada, driving growth across key segments including national chains like Raising Canes and Culver's, healthcare institutions, and the education sector. His tenure is marked by streamlined team operations and the creation of high-impact development teams anticipated to bring in \$400 million in new North American business.

"Brian's foodservice distribution acumen, visionary leadership, and deep understanding of our industry make him the ideal fit to help lead UniPro into its next phase of innovation and growth," said Bob Stewart, CEO of UniPro Foodservice. "His ability to drive results through strategic alignment and people development aligns perfectly with our mission of delivering unmatched value to our members."

Larsen holds a Master of Science in Leadership, Management, and Business Strategy from Michigan State University and a Bachelor of Arts in Sociology from Northeastern Illinois University.

"I am honored to join UniPro and collaborate with its outstanding leadership team," said Larsen. "I look forward to advancing UniPro's mission and continuing to elevate the value we deliver to our members and partners nationwide."

#### About UniPro Foodservice

UniPro Foodservice, Inc. is the largest foodservice distribution cooperative in the United States, representing more than 400 member companies across 850+ locations. UniPro provides its members with purchasing programs, support services, and strategic guidance designed to enhance their competitive position in the foodservice marketplace.