

PRESS RELEASE

AJINOMOTO FOODS NORTH AMERICA, INC.
4200 East Concourse Street, #100, Ontario, CA 91764

Ajinomoto Foods North America Supercharges Foodservice Growth with Key Executive Appointments

ONTARIO, Calif. (September 18, 2025) – Ajinomoto Foods North America, a specialty frozen food manufacturer designing products for well-being—bringing joy, peace of mind, and connection to the everyday moments that matter most—announces two high-impact executive appointments to its Foodservice Division. Bill Flack joins as Senior Vice President, Head of Foodservice and Ed Shabaz has been named Director of C-Store Sales, signaling a bold investment in the fast-growing foodservice sector—an industry driving over \$900 billion in annual U.S. sales and rapidly reshaping how Americans eat.

Fueling Growth at the Crossroads of Foodservice and Convenience

Ajinomoto's move comes as operators look to meet surging demand for global flavors, bold innovation, and high-quality ready-to-prepare foods. From broadline distribution and national accounts to the booming convenience channel, Ajinomoto is doubling down on leadership to unlock new growth opportunities and cement its role as a go-to culinary partner.

Battle-Tested Leaders with Proven Results

Flack brings decades of leadership experience across foodservice, convenience stores, CPG, and distribution. He has held senior roles at Kerry, Olam Food Ingredients (ofi), Schwan's, and American Hotel Register, where he consistently delivered record sales, profitability, and long-term growth. Flack has built strategic account teams that delivered double-digit revenue increases, restructured organizations to accelerate performance, and forged partnerships with industry giants including Starbucks, 7-Eleven, Wawa, Costco, and Sysco.

"I'm thrilled to join such an iconic company with incredible growth potential," said Flack.

"Ajinomoto has a long history of bringing craveable shareables and bites to foodservice through broadline distribution. I'm especially excited about the opportunity to expand our leadership in the Latin Mexican and Asian cuisine categories. Bringing authentic Asian offerings such as Gyoza,

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Shumai, and bold-flavored dumplings to more foodservice and convenience store customers across North America represents a tremendous growth opportunity.”

Flack will oversee the entire Foodservice division, strengthening relationships with distributors, national accounts, and convenience store operators. His cross-channel expertise in branded and private label manufacturing, hospitality and CPG positions him to accelerate Ajinomoto’s momentum in key markets.

Joining him is Ed Shabaz, a veteran sales leader with more than 20 years in the convenience channel, where prepared foods now represent more than two-thirds of total foodservice sales according to NACS. Shabaz will drive sales strategy for both foodservice and CPG, leveraging his expertise to elevate Ajinomoto’s footprint as convenience retailers race to become next-generation food destinations.

“With convenience stores looking to transform their food offerings, Ajinomoto is well positioned to lead,” said Shabaz. “Backed by my two decades of experience, we’ll drive innovation, establish powerful partnerships, and make Ajinomoto a brand consumers know, crave, and trust.”

Building the Future of Foodservice

These appointments reflect Ajinomoto’s commitment to redefining the frozen food experience in foodservice—blending authentic global flavors, culinary craftsmanship, and operational reliability to power success for its partners.

As Ajinomoto continues its mission to deliver well-being, connection, and joy through food, the company is setting the stage for its next chapter of growth in the evolving foodservice landscape.

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About Ajinomoto Foods North America, Inc.

Ajinomoto Foods North America, Inc. is dedicated to delivering high-quality and culturally inspired frozen food products that meet the ever-evolving needs of consumers, with a focus on well-being. Our purpose is to enhance the quality of life through food, making every day eating a happy experience. Recognized for both culinary excellence and workplace culture, Ajinomoto has

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earned multiple FABI Awards for innovation, has been named an Inspiring Workplace, and is proudly Great Place to Work® certified.

The company is a wholly owned subsidiary of the Ajinomoto Group, a global leader in the research, development, manufacture, and sale of amino acid-based products. Leveraging the Ajinomoto Group's history with amino acids via "AminoScience", Ajinomoto Foods North America, Inc. is pioneering the science of well-being. Our quality and safety standards combined with our culinary expertise inspires our belief in sharing the joy of food. Our diverse range of frozen foods combines premium ingredients with exceptional flavor, making it easier for people to enjoy balanced meals without compromising on taste.

Ajinomoto Foods North America, Inc. consumer brands include: Ajinomoto, Jose Ole, Ling Ling and Tai Pei. Its foodservice brands include: Ajinomoto, Fred's, Golden Tiger, Posada and Revel Eats. Our products can be found at Costco, Kroger, Sam's Club, Walmart and more. For more information, please visit www.ajinomotofoods.com.

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