



MEDIA CONTACT

Jacob S. Shafer | Mann Packing Co., Inc.
831-796-2663 | Jacob.Shafer@MannPacking.com

FOR IMMEDIATE RELEASE

MANN'S ANNOUNCES CHANGES TO FOODSERVICE MARKETING ROLES

Salinas, Calif. – July 12, 2016 – Mann Packing Company today announced that Gina Nucci has been promoted to Director of Corporate Marketing and Loree Dowse to the role of Foodservice Marketing Manager.



In her newly-created role, Nucci will lead the company's efforts to develop, implement and evaluate marketing programs that promote Mann's image in the marketplace. She will also develop strategic product messaging and support revenue-generating initiatives, as well as establish and maintain consistent company and brand messaging communication.

"The foodservice side of our business has been Gina's baby for the last 18 years," said Rick Russo, Executive Vice President of Sales and Marketing. "This new role will showcase all of her strengths at the corporate level now and allow her to execute campaigns with a broader scope and reach."



As Foodservice Marketing Manager, Dowse will now be in charge of all marketing programs geared toward Mann's foodservice customers. She joined the marketing team in December 2015, bringing with her a background in marketing and communications as well as culinary arts. In addition to traditional marketing activities, she also conducts recipe development, advises on new products, and authors the foodservice blog [Mann, That's Easy!](#)

"We've been working hard to put together a marketing team that reflects the growth our company has seen in the last few years," added Russo. "We're really humming now."

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About Mann Packing Company

Founded in 1939, Mann Packing is an industry leading, third-generation supplier of premium fresh vegetables. Headquartered in Salinas, California, Mann's is one of the largest suppliers of western vegetables, Broccolini® and sugar snap peas in North America. The firm holds the distinguished Women's Owned Business Certification from the Women's Business Enterprise National Council - the most widely recognized and respected certification in the United States for women's business enterprises. Leading the way in product innovation, environmental sustainability and green supply chain management practices, Mann Packing is consistently vigilant in food safety, employee wellness and quality assurance, making for one of the most trusted brands in the industry.