



Global Food Solutions appoints Martin Baker as Vice President of Sales and Marketing; continues expansion of executive team

Addition of industry titan sets GFS to continue scaling growth and meeting accelerated demand for healthy, sustainable food products for school kids in America

HAUPPAUGE, NEW YORK, USA – December 07, 2023: Global Food Solutions Inc. (“GFS” or the “Company”), one of the nation’s largest providers of nutritious school breakfast and lunch products for kids, today announced it has appointed industry veteran Martin Baker as its new Vice President of Sales and Marketing.

Baker is a known food industry leader with over three decades of progressively advancing experience, a proven sales track record, and a respected reputation. His career spans ownership of a brokerage for more than 20 years followed by executive leadership roles at Summit Food Marketing and Tasty Brands.

In his new role with GFS, Baker is charged with building out strategic sales plans, leading growth, supporting product development, and expanding national reach with key accounts.

“Martin brings an outstanding reputation and extensive industry knowledge to our team, and we are thrilled to welcome him to GFS in our continued pursuit of national expansion,” said Michael Levine, Chief Executive Officer, GFS. “He is a proven sales management and strategy leader that is positioned to supercharge our growth.”

Prior to joining GFS, Baker served as Vice President of Sales and Marketing for Tasty Brands LLC, where he led a national team and achieved double digit sales growth over three years. Before leading sales and marketing, he also served as Vice President of Key Accounts in the same organization, where he spearheaded development of strategic relationships and customized sales plans. He also held roles as Director of Northeast K12 Sales at The Core Group, Director of Mid-Atlantic K12 Sales at Summit Food Marketing, and President of Foodservice Marketing Associates.

“In addition to sales leadership, Martin intimately understands strategic planning, food regulations and procurements, market gaps and trends, and customer needs – all of which are illustrated by his unmatched customer relationships across the industry,” said Levine. “This combination of skills and experience are incredibly valuable to GFS, and exactly what we need in this transformational stage of our business.”

Baker is a proud alumnus of the Pennsylvania State University, holding a Bachelor of Science degree in Marketing.

“My values and that of the Global Food Solutions team are strongly aligned, which is why stepping into this role made sense. We are mutually passionate about feeding kids, reducing food insecurity, and providing healthier and more sustainable food options at scale,” said Baker. “We want to deliver meaningful change for kids in America, and I am eager to leverage my experience in doing so while contributing to the GFS story of success.”

Baker’s role is effective immediately and represents all brands of GFS, including RightStart Foods™ school breakfast products, PowerUp™ breakfast meal kits, Alfresco Italian Specialties™, Tijuana Tortilla Company™, Branson’s Roadhouse BBQ™ products, Bentley’s Baked Desserts™, and Harvest Promise™ jellies.



ABOUT GLOBAL FOOD SOLUTIONS, INC.

GFS is a leading American food service provider that develops and distributes affordable, wholesome, and sustainable food products. Today, GFS serves over 7,500 schools and a growing base of healthcare, academic, commercial, military, and hospitality-based institutions. Family owned and operated since 2004, GFS operates in partnership with over twenty production facilities across America and internationally, distributing its products under seven distinct industry-leading brands. For more information, visit GlobalFoodSolutions.CO.

GENERAL & MEDIA INQUIRIES

Michael Levine, Chief Executive Officer
MikeLevine@globalfoodsolutions.co

SALES INQUIRIES

Martin Baker
Vice President, Sales and Marketing
Martin@globalfoodsolutions.co