

FOR IMMEDIATE RELEASE

October 6, 2020

Griffith Foods launches Griffith Foods Connect

ALSIP, Ill. – Griffith Foods, a global product development partner specializing in delicious and sustainable food ingredients, and Xenon arc are excited to announce the formation of Griffith Foods Connect, a commercial channel focused exclusively on the needs of select Griffith Foods’ customers in North America.

Griffith Foods Connect features a dedicated team of food experts who will collaborate in an advanced digital environment to support customers who are utilizing Griffith Foods’ innovative food ingredients across North America.

“We are delighted to partner with a passionate, purpose-driven company, like Griffith Foods” commented Alyssa Cunnington, Vice President, Model Delivery at Xenon arc. “They are an industry leader in food solutions and we admire their commitment to innovation and sustainability. These qualities combined with our relentless focus and attention to the customer base will prove to be a unique and powerful means for expanding Griffith Foods’ reach into the marketplace. Together, we are committed to creating a truly differentiated service offering that enhances the overall customer experience.”

With deep roots in food science, sensory science, culinary arts and consumer insights, Griffith Foods’ purpose is that “We Blend Care and Creativity to Nourish the World.” The company strives to create value for all stakeholders through innovation and sustainable solutions. They enable growth for their customers in a constantly evolving market. With Griffith Foods Connect, specialty producers will have increased access to the nutritious and delicious ingredient solutions from Griffith Foods, along with best-in-class service tailored to fit their unique needs.

“This is a great opportunity to blend two successful teams to create a new channel and support the growth of food companies in the marketplace. We are very excited to partner with Xenon arc, a best-in-class business-to-business provider with a great team founded in a purpose-oriented culture,” stated Mauro Trevisani, Vice President, General Manager at Griffith Foods US. “They have redefined service through the deployment of leading-edge technologies to optimize operations. Their expertise to apply insights to create actionable initiatives will give us the opportunity to drive strategic growth together.”

Griffith Foods Connect will launch in the United States in October with a select group of customers. They will offer Griffith Foods’ products and technical support to specialty food companies across the country.



For additional information about Griffith Foods Connect please contact:

Kelley Hanten
Business Director
+1 425.217.8080
kelley.hanten@griffithfoodsconnect.com



About Griffith Foods

Griffith Foods is a family-owned global developer and manufacturer of customized food ingredient solutions guided by our Purpose of “We Blend Care and Creativity to Nourish the World.” The company’s product capabilities range from seasonings and breadings, to marinades and sauces blended to exacting specification that are culturally authentic, taste great and are wholesome.

Their collaborative process integrates in-depth industry and market insight, culinary artistry, and technical expertise to solve business challenges. Founded in 1919 and headquartered in Alsip, Illinois USA, Griffith Foods has grown and expanded globally to include a presence in over 30 countries.

About Xenon arc

Established in 2010, Xenon arc is a data-driven marketing and sales company, focused on enhancing the way materials producers engage with their SMB customers and segments. Xenon arc’s Xa-DIRECT model specializes in building private label, direct-to-market teams. With offices in the US, Europe, Mexico and Brazil, Xenon arc partners with producers looking to evolve, digitize, and enhance their go-to-market strategy. Xenon arc’s client list includes some of the most distinguished brands in the materials industry and is constantly expanding. For more information, visit www.xenonarc.com



*For additional
information about
Griffith Foods Connect
please contact:*

**Kelley Hanten
Business Director**

+1 425.217.8080

kelley.hanten@griffithfoodsconnect.com

