

Seald Sweet[®]
INTERNATIONAL
Press Release

Contact:
Kelly Dietz
Tel: 661-332-1962
Em: KDietz@sealdsweet.com
Sealdsweet.com

New Grape Manager for Mexico Deal Welcomed to Seald Sweet Family

FOR IMMEDIATE RELEASE: April 26, 2018, Vero Beach, FL -- Leading produce marketer Seald Sweet welcomed new hire Rob Anderholt on April 16th as the company's West Coast Divisional Sales Manager. He comes to Seald Sweet with over 20 years experience in the grape category and is primarily based in Bakersfield, California.

In the coming months, Anderholt will be immersed in Seald Sweet's Mexican grape harvest in Nogales, AZ. Once the Mexican harvest is completed, he will return to Bakersfield, CA, to continue building and expanding a variety of programs for the company.

"We continue to focus on our Mexican grape deal and Rob has the perfect skillset to embrace our future growth," says Mayda Sotomayor, CEO of Seald Sweet. "The knowledge and experience he brings to the table is vital to our efforts in grapes and eventually other commodities."

Anderholt's previous experience includes a position at Grapeman Farms/Steveco as Vice President of South American Imports and over 15 years with Vignolo Farms/Top Brass in California where he was involved in operations and marketing but focused on selling grapes from Mexico, California, Peru and Chile.

Anderholt expresses enthusiasm in joining the Seald Sweet team for many reasons. "Their global reach on sourcing is compelling," he says. "They have a great group of people, a nice mix of commodities, and a deep history in marketing fresh produce from around the world. I look forward to a great opportunity to help Seald Sweet broaden its reach."

Seald Sweet began in 1909 as a grower-owned Florida based Co-Op (Florida Citrus Exchange). Through over a century of growth in citrus, Seald Sweet merged with Greenyard Foods, becoming a major marketer with a global source of citrus, grapes, pears, apples and many stone fruit commodities.

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