



Kevin R. Malchoff
President, International Business Group
Rich Products Corporation



As group president of International at Rich Products Corporation's International Business Group, Kevin Malchoff is responsible for driving growth in Rich's international locations including Asia, Latin America, Europe, and Africa. He oversees the strategic planning, portfolio management, and business development processes that are an integral part of Rich's global operations.

He joined Rich's in 1981 as group product manager in the Bakery / Food Service Division and advanced to group president for US/Canada (now referred to as the North America Business Group) by 2004. Kevin is also one of five members of Rich's Executive Leadership Team reporting to the CEO, which guides the company's business strategy.

Prior to joining Rich's, Kevin was a Group Product Manager for General Foods Corporation, where he was responsible for Maxwell House Yuban Coffee in its foodservice division.

Kevin is a member of the board of trustees of the National Restaurant Association Educational Foundation (NRAEF) and is a past chairman of that organization. He is also a member of the advisory council to Cornell University's Undergraduate Business Program, Applied Economics and Management.

In 2004, Kevin received the Outstanding Alumni Award from Cornell's College of Agriculture and Life Sciences. He is also a past recipient of the International Foodservice Manufacturers Association (IFMA) Presidents' Award (1996) and the IFMA Key Person Award (1999), given annually to an individual who has made outstanding contributions to forward IFMA's long-term growth. In 2003, Kevin also received the North America Association of Foodservice Equipment Manufacturers Doctorate of Foodservice Award.

Kevin received a Bachelor of Science degree from Cornell University in Agricultural Economics, and a Master in Business Administration in Marketing from Cornell's Johnson School of Business.

Rich Products Corporation

Rich Products Corporation is the founder of the non-dairy segment of the frozen food industry and a leading supplier and solutions provider to the foodservice, in-store bakery, retail and industrial marketplaces. Rich's posts annual sales exceeding \$2.9 billion, employs more than 7,500 people

worldwide, and sells a variety of products to 100 countries. For more than “65 Delicious Years” Rich’s has been defined by innovative breakthroughs and an unparalleled commitment to treating its customers, associates, and communities the same way: Like Family. For more information, visit www.rich.com.