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Rich Wolverton joins Peter Pan Seafood as vice president of sales

Wolverton to develop team members, support company's emphasis on value-added, made-in-the-US products across retail, food service, big box

ANCHORAGE, Alaska — After 26 years, Peter Pan Seafood Company, LLC is welcoming back Rich Wolverton as vice president of sales. Wolverton, who first worked for the company in 1989, brings a lifetime of experience in food service distribution focused on seafood to the role.

“Peter Pan is focusing less on commodity sales and more on products made in the U.S. that are value-added for the big box, retail and food service sectors,” said Rodger May, owner and chief growth officer at Peter Pan Seafood. “Rich’s experience in these areas will be invaluable and we couldn’t feel more excited and lucky to have him join our team.”

After earning a degree from the University of North Florida, Wolverton moved to Washington and began working in food sales. His position at Peter Pan in 1989 was his introduction to the seafood industry and he never looked back. In 2001, Wolverton served as president of the Northwest Fisheries Association. He held a handful of roles at seafood companies before transitioning to Food Services of America in 2003 where he went from corporate category manager of seafood and poultry to director to vice president of category management. With the 2019 buyout of FSA by US Foods, he led the FSA side of the merchandising integration. Wolverton then launched his own consulting firm to assist companies in navigating the food service distribution space. He says when the opportunity arose for him to take his dream job at Peter Pan, he couldn’t pass it up.

“When I first started at Peter Pan, I was at the beginning of my career, but this was always my dream job,” Wolverton said. “I couldn’t pass this opportunity up. I’m looking forward to working closely with the entire sales team to develop the team and the products into where we want to go.”

Wolverton says his philosophy is to always have the end customer at the center of the process. He will be working with the team to develop the right products and solutions for customers, whether that’s the operator in health care, a restaurateur, everyday consumers and more. His goal is to make it easy for people to choose to buy Peter Pan products because they are developed with the customer in mind.

Customers aren’t the only critical piece of the equation; Wolverton is also committed to developing and elevating his team to create successful individuals and providing growth opportunities. He says helping employees succeed helps our customers and the company succeed. This aligns with the company’s commitment to not only hiring talented people, but also promoting skilled employees within the company.

Peter Pan Seafood is currently hiring for its summer season. Find more information about opportunities at www.ppsf.com.

About Peter Pan Seafood

Peter Pan Seafood Company, LLC is a vertically integrated seafood company dedicated to a strong future of prosperity and sustainability composed of Peter Pan Seafood's assets and the value-added sales channels of Northwest Fish Co., LLC ("Northwest Fish"). The ownership group is Rodger May of Northwest Fish, the Na'-NukInvestment Fund, LP (managed by McKinley Alaska Private Investment, LLC and McKinley Capital Management, LLC), and the RRG Global Partners Fund (managed by RRG Capital Management, LLC).

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