



FOR IMMEDIATE RELEASE

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Kagome USA Announces Leadership Transitions: Luis De Oliveira to Retire as Kagome USA CEO, Jason Fritsch Appointed as Successor, Brad Free Named CEO of Kagome Australia

Los Banos, California, USA – Kagome USA, a global leader in the food industry, has announced a major leadership transition. Jason Fritsch will assume the role of Chief Executive Officer (CEO) of Kagome USA, effective January 2025, following the retirement of long-serving CEO Luis De Oliveira. Additionally, Brad Free will take on the role of CEO for Kagome Australia, also effective January 2025.

Luis De Oliveira’s retirement marks the end of an impressive career spanning over 30 years with Kagome USA. Under his guidance, Kagome USA has experienced significant growth and established itself as a leader in the food industry. His leadership and vision have left an indelible impact on the company.

Jason Fritsch, currently the CEO of Kagome Australia, brings 18 years of industry experience and a record of successful leadership. During his time at Kagome Australia, he drove expansion and innovation, strengthening the company’s competitive edge in the food industry. His deep industry expertise, along with his collaborative and transparent leadership style, positions him as an ideal successor to lead Kagome USA into its next chapter.

“Jason’s appointment as CEO of Kagome USA marks a new chapter for our organization,” said Norito Ebata, President of Kagome Foods International Company. “His extensive experience and leadership skills will be invaluable as we continue to drive innovation and growth in the U.S. market. We are confident that Jason will build on the strong foundation that Luis has established and lead Kagome USA to even greater success.”

Jason Fritsch expressed enthusiasm for his new role, stating, “I am honored to lead Kagome USA and look forward to working with the talented U.S. team to advance our mission of delivering high-quality, innovative food products. I am also deeply grateful to Luis for his mentorship and leadership over the years.”

Alongside these changes, Kagome is pleased to announce Brad Free’s appointment as CEO of Kagome Australia. With over 14 years at Kagome Australia, most recently as General Manager of Factory Operations, Brad brings extensive experience in engineering and operations. His dedication to continuous improvement and a positive workplace culture will support Kagome Australia’s continued growth.

“Brad Free’s appointment as CEO of Kagome Australia ensures that the company will continue on its path of growth and excellence,” said Norito Ebata. “Brad’s deep understanding of our operations and his proven ability to drive efficiency make him the ideal leader to build on Jason’s accomplishments.”



Kagome USA is committed to maintaining strong relationships with customers, partners, and employees throughout these transitions. The company will continue to prioritize innovation, quality, and sustainability as central pillars of its business strategy.

About Kagome USA

Kagome USA is a leading producer of innovative, natural food products, specializing in tomato-based sauces, salsas, condiments, and other culinary solutions. With a commitment to sustainability and quality, Kagome USA partners with local growers to source the finest ingredients, delivering products that meet the highest standards of taste and nutrition. Leveraging over 100 years of expertise, Kagome USA continues to push the boundaries of culinary innovation, serving a diverse range of customers across the foodservice and retail sectors. For more information, visit www.kagomeusa.com.

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