



**FOR IMMEDIATE RELEASE**

July 11, 2025

**KAGOME USA PROMOTES LORI KRIEGER TO CHIEF COMMERCIAL OFFICER**

**LOS BANOS, CA** — Kagome USA is pleased to announce the promotion of Lori Krieger to Chief Commercial Officer (CCO). This strategic leadership appointment underscores Kagome’s ongoing commitment to accelerating growth, fostering innovation, and strengthening customer partnerships.

Krieger joined Kagome in 2019 following the company’s acquisition of her award-winning specialty food brand, Taste Elevated. Since then, she has been instrumental in driving the company’s go-to-market strategy, advancing from Marketing Director to Senior Director of Marketing while bringing clarity, creativity, and strong business discipline to every initiative.

In her new role, Krieger will oversee Kagome’s Sales, Marketing, and Business Development functions, guiding them under an integrated growth strategy. Her focus will center on increasing revenue, broadening market reach, and ensuring the organization stays aligned with evolving customer needs.

“Lori’s entrepreneurial mindset, strategic insight, and ability to inspire cross-functional collaboration have significantly contributed to Kagome’s success,” said Jason Fritsch, CEO of Kagome USA. “Her promotion to CCO is a natural next step and a reflection of her leadership and impact.”

Krieger brings more than two decades of B2B marketing experience to the role. She began her career in Washington, D.C., leading marketing efforts for economic consulting and law firms serving former officials from the Department of Justice (DOJ) and the Department of the Interior (DOI), gaining valuable expertise in complex, regulated sectors. She earned her undergraduate degree from Texas A&M and later earned her MBA with honors from The University of Texas San Antonio. Krieger is widely regarded as a strategic leader with a deep understanding of market dynamics and growth 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 strong commitment to quality and sustainability, Kagome partners with local growers to source premium ingredients that deliver exceptional flavor and nutrition. For today’s fast-growing quick service restaurant (QSR) chains, Kagome creates chef-driven, custom-formulated sauces, spreads, oils, and dressings that drive menu differentiation while ensuring operational efficiency and consistency across every location. Backed by over 100 years of culinary expertise, Kagome USA continues to innovate and serve a wide range of customers in the foodservice and retail industries. For more information, visit [kagomeusa.com](https://kagomeusa.com).

For more information about Kagome USA or to schedule an interview with Lori Krieger, email: [lori.krieger@kagomeusa.com](mailto:lori.krieger@kagomeusa.com) or call: (209) 308-9570.

###