



**JENSEN MEAT CO. NAMES PATRICIA LAVIGNE  
VICE PRESIDENT OF EXECUTIVE ACCOUNTS**

***Lavigne, tabbed to lead corporate marketing, key account management and customer service, becomes one of top female execs in food service distribution industry***

**FOR IMMEDIATE RELEASE**

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San Diego, Calif. (November XXXX) – [Jensen Meat Company](#), a San Diego-based processor of ground beef products for food service distribution, restaurants and retail markets, today promoted Patricia (Trisha) Lavigne to vice president of executive accounts, according to Jensen Chief Operating Officer Abel Olivera. Lavigne, a 15-year Jensen veteran, will now oversee corporate marketing, large account management and customer service functions and report directly to Olivera.

“In her new role, where she becomes one of the few women execs in the meat industry, I expect Trisha to lead our company to new levels of success among current accounts while guiding development of new accounts as we continue to expand,” said Olivera. “Trisha has always been a rock in our account management team and I will continue to rely heavily on her.”

As Jensen’s executive accounts manager for the last three years, Lavigne served as the primary interface for key corporate clients that included Walmart, Sam’s Club, Kroger and food distribution leader Sysco. Also under Lavigne’s leadership is the company’s customer service team that serves as the front line for all retail and commercial product inquiries. Additionally, Lavigne will be tasked with the goal of developing the companies brand position and go-to-market strategy as Jensen looks to expand its reach further beyond the food service industry.

“Jensen is an amazing company – a pioneer in food safety that is dedicated to providing the best quality, best tasting ground beef in the industry,” said Lavigne. It’s now incumbent upon my team and me to spread our message of transparency, which is why I invite any current or future clients to examine our entire process in person, from farm to fridge.”

Jensen Meat annually produces and distributes 225-million pounds of ground beef for clients west of the Mississippi, including private-label ground beef products to Walmart, Sam’s Club, Kroger and Fat Burger.

**About Jensen Meat Co.**

Jensen Meat Company, founded in 1958 by Reggie Jensen, is a leading processor of quality ground beef products for the food service distribution, restaurant, retail and school markets, including market

leaders Walmart, Sam's Club, Kroger, Fat Burger and Sysco. Jensen produces 75 million pounds of ground beef annually from its 150,000 sq. ft. building located in the Otay Mesa area of San Diego, California. Driven by the principles of transparency, quality, flexibility and safety, Jensen Meat endeavors to lead the next generation of the beef industry by combining an insatiable passion for quality with steadfast commitment to integrity that can be seen in the business operations and experience in the products. An innovator in food safety, Jensen is committed to delivering the best looking, best cooking and best-tasting ground beef products to its customers and consumers.

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