



NEWS RELEASE

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Roundy's, Inc. Robert A. Mariano to Deliver Keynote Address at United Fresh 2015 Opening Breakfast General Session

WASHINGTON, D.C. (February 26, 2015) - Robert A. Mariano, Chairman, President and Chief Executive Officer, Roundy's Inc., Milwaukee, WI, will address leading produce retail industry executives at the [United Fresh 2015](#) Opening General Session on Tuesday, June 9, 2015, at McCormick Place in Chicago, IL.

Mr. Mariano started out in the retail grocery business at the age of 17, working as a part-time deli clerk at Dominick's Finer Foods. In 1995 he became President and Chief Executive Officer of Dominick's. Under Mr. Mariano's leadership, the company became a top performing regional supermarket chain. In June of 2002, Mr. Mariano became the Chairman, President and Chief Executive Officer of Roundy's, Inc., a leading Midwest grocery retailer with over 22,000 employees and store banners located in Wisconsin and Illinois. In 2010, Roundy's introduced Mariano's Fresh Market (today known as Mariano's), a strategically unique grocery banner offering a highly differentiated food shopping experience fashioned from Mr. Mariano's four decades of experience. Today, the Mariano's banner consists of 30 stores located throughout the Chicago metropolitan area.

"From appreciating the unique roles that customers, employees and suppliers all play in business cycles to understanding the direction in which public policy, technology and next-generation strategic thinking could shape the industry's future, Bob, perhaps better than anyone, grasps the complex nature of today's produce retail environment," said United Fresh President and CEO Tom Stenzel. "We are excited to have him share his insight, experience and perspective on how he sees our industry evolving."

The Opening Breakfast General Session will be held Tuesday, June 9, from 8:00 am – 9:45 am in the Vista Ballroom at the McCormick Place Convention Center. Participation in the keynote session is available only to those attendees who have purchased United Fresh's educational packages. United Fresh appreciates the support of Sunkist Growers as sponsor of this Breakfast General Session.

Co-located with [FMI Connect 2015](#) and the [International Floriculture Expo](#), United Fresh 2015 will bring together retail, fresh produce and floral leaders who are searching for unique products and looking to enhance relationships with valuable business partners. Registration is available at www.unitedfreshshow.org. Media are invited to attend but must pre-register by contacting Mary Coppola, Senior Director, Marketing Communications at 202.303.3425 or mcoppola@unitedfresh.org.

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About United Fresh Produce Association

Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption.

About Roundy's

Roundy's is a leading grocer in the Midwest with nearly \$4.0 billion in sales and more than 22,000 employees. Founded in Milwaukee in 1872, Roundy's operates 149 retail grocery stores and 98 pharmacies under the Pick 'n Save, Copps, Metro Market and Mariano's retail banners in Wisconsin, and Illinois. Roundy's is committed to helping the communities its stores serve through the Roundy's Foundation. Chartered in 2003, the Roundy's Foundation mission is to support organizations working to relieve hunger and helping families in crisis due to domestic abuse, neglect and other at-risk situations.