PRESS RELEASE
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Core-Mark Now Accepting Submissions for Curated Program to Identify Emerging Brands with Growth Potential

Westlake, TX – April 7, 2025 – Core-Mark, a Performance Food Group Company (NYSE: PFGC), is excited to announce the opening of submissions for its *Curated* program, a biennial initiative designed to identify and showcase emerging brands poised for growth within the convenience channel. With an unwavering commitment to innovation and product excellence, Core-Mark is inviting manufacturers of non-age restricted products to apply for this opportunity to scale their business and make an industry impact.

Launched in 2020, Core-Mark Curated was developed as a hybrid start up accelerator and incubation program to steward the best and brightest new products to help differentiate Core-Mark's customers in the highly competitive convenience space. Seven finalists will be selected to present their products directly to Core-Mark's leadership team at the company's Westlake, TX office, with the final *Curated Winners* announced on May 30, 2025.

"We are thrilled to launch the 2025 *Core-Mark Curated* program and continue our long-standing tradition of discovering new and exciting products," said Matt Hautau, Vice President of Merchandising at Core-Mark. "This program is an invaluable platform for manufacturers to connect with key industry leaders, expand distribution, and access unique marketing opportunities. We look forward to seeing the innovative products that will shape the future of the convenience channel."

The *Curated* program offers an incredible opportunity for winners to gain exclusive industry insights, onboarding support, and exposure through Core-Mark's regional Expo tradeshows, national Promo Power promotional catalog, and high-profile events such as the 2025 NACS booth. Winners will also enjoy a prominent presence in Core-Mark's Center of Excellence, further establishing their brand in the convenience space.

Key Dates:

- *Application Period:* April 7 – April 21, 2025
- *Finalists Announced:* May 9, 2025
- *Final Presentations:* May 20-22, 2025 (Westlake, TX)
- *Curated Winners Announced:* May 30, 2025

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Past winners of the Core-Mark Curated program include: Gnubees, Dippie Donuts, The Daily Crave, Thunder Coffeemilk, Cheers, Popsalot, Love Corn, OmniBev & MadeGood.

How to Apply: Manufacturers interested in applying must register through RangeMe at https://www.rangeme.com/cmcurated.

For more information about the curated program, visit: https://www.CoreMarkCurated.com.

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About Core-Mark International

Core-Mark offers a full range of products, marketing programs, and technology solutions to approximately 50,000 customer locations in the U.S. and Canada through 37 distribution centers. It services traditional convenience retailers, drug stores, box or supercenter stores, grocery stores, liquor stores, and other specialty and small format stores that carry convenience products. For more information, please visit www.core-mark.com.

About Performance Food Group

Performance Food Group is an industry leader and one of the largest food and foodservice distribution companies in North America with more than 150 locations. Founded and headquartered in Richmond, Virginia, PFG and our family of companies market and deliver quality food and related products to more than 300,000 locations including independent and chain restaurants; businesses, schools and healthcare facilities; vending and office coffee service distributors; and big box retailers, theaters and convenience stores. PFG's success as a Fortune 100 company is achieved through our more than 40,000 dedicated associates committed to building strong relationships with the valued customers, suppliers and communities we serve. To learn more about PFG, including how you can join our team, visit pfgc.com.