

## NEWS RELEASE

### For Immediate Release

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## **Performance Food Group Unveils \$32M State-of-the-Art Meat Processing Facility in Wisconsin**

*Grand Western Upper Midwest triples production capacity with advanced automation and expanded distribution capabilities*

**RICHMOND, Va. (May 12, 2025)** – [Performance Food Group Company](#) (PFG) (NYSE: PFGC) proudly announces the grand opening of its brand-new Grand Western Upper Midwest facility in West Salem, WI. Formerly known as the La Crosse Meat Plant, this state-of-the-art facility represents a \$32 million investment and a major milestone in advancing the region's foodservice capabilities.

Spanning 60,000 square feet—three times the size of its previous location—the new facility is designed for maximum efficiency and innovation.

"This new facility is a game-changer for our operations and customers," said Tyler Zimmerman, General Manager of Grand Western Upper Midwest. "The increased capacity and advanced automation allow us to deliver the high-quality products our customers expect—more efficiently than ever before."

The expansion enables the facility to triple production. It also features a fully equipped kitchen and training center with space for up to 20 participants, supporting ongoing education and hands-on product training for both employees and customers.

Grand Western Upper Midwest continues to source premium meats from trusted ranches and farms, offering a robust portfolio that includes PFG-brands such as Braveheart, Ranahan Ranch, Contigo, Allegiance, and Piancone brands across beef, pork, veal, and lamb categories.

With service to eight operating companies via next-day delivery—and extended distribution on weekly, bi-weekly, and monthly schedules—the facility also strengthens PFG's PFA consolidation program, supporting 42 operating companies nationwide.

"We're thrilled to bring this level of innovation and scalability to our customers," said Adam Towns, Director of Sales. "This investment ensures we're ready to meet today's needs and tomorrow's growth opportunities while maintaining the exceptional quality our customers rely on."

PFG and Grand Western Upper Midwest celebrated this exciting new chapter with a grand opening event on April 30, 2025, welcoming customers, partners, and members of the community to tour the facility and learn more about its capabilities.

**About Performance Food Group Company**

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, Va., PFG, and our family of companies, market and deliver quality food and related products to 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, please visit [www.pfgc.com](http://www.pfgc.com).