

Tropical Cheese Appoints Ian McBride as VP Sales

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Tropical Cheese, a leading producer of Hispanic dairy and refrigerated foods in the U.S., announced that Ian McBride has joined the Company as Vice President of Sales for National Accounts.

McBride is a seasoned commercial leader with a track record of scaling large customer portfolios, driving double-digit growth and building disciplined customer and broker management systems across grocery, mass and club channels across the U.S. Most recently, he led the Large Format customer segment for KIND, where he was responsible for major U.S. grocery and natural channel retailers. In that role, he developed and executed joint business plans, expanded distribution and strengthened in-store execution with key accounts.

Before KIND, McBride held sales and customer leadership roles at Amplify Snacks/Hershey, Mars Wrigley and ConAgra, where he managed sizeable customer portfolios and broker networks while working closely with supply chain, finance and marketing teams. Across these roles, he has consistently delivered strong, sustainable growth while improving customer planning discipline and field execution.

"We are excited to welcome Ian to the Tropical Cheese family as we continue to expand our best-in-class platform," said Vic Mehren, CEO of Tropical Cheese. "Ian's experience leading large customer accounts, navigating complex broker networks

and implementing cross-functional commercial strategies will be critical at this point in our growth journey. His ability to turn strategy into simple, executable plans with retailers will help us unlock the full potential of our brands and deepen partnerships with national and regional accounts."

"Throughout my career, I have been drawn to brands with loyal consumers and meaningful opportunity to grow relationships with retail partners," said McBride. "Tropical Cheese has strong brand loyalty with Hispanic and Caribbean consumers, and there is a clear runway for expansion. I am looking forward to partnering with Vic and the team to strengthen our relationships with national accounts, expand distribution and help our customers expand their offerings in the Hispanic refrigerated foods category."