

# Global Gazette

*The latest news, updates, and announcements*

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and Development  
Month**

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### Quote of the Month:

*“When we strive to  
become better than we  
are, everything around us  
becomes better too.”*  
— Paulo Coelho



## **October: Learning and Development Month**

Continuous learning plays a vital role in personal and professional growth, helping us stay adaptable, confident, and engaged. In our recent workshop, Finding Your Next Steps, employees explored how development happens every day through mentorship, collaboration, and reflection. The team shared how they learn from one another, from simple tricks that make work easier to valuable lessons gained through shared experience. Many expressed appreciation for the insight and guidance of colleagues with more experience and their willingness to share knowledge. The session encouraged everyone to identify one step for growth before the end of the year, reminding us that learning is an ongoing part of everyday work and life. This month, we supported Global Empowerment Mission (GEM) in their relief efforts following Hurricane Melissa which impacted areas where many of our customers operate. GEM has already delivered 5 cargo planes of aid, with 15 containers in transit to Jamaica, 7 truckloads distributed, and 2 containers headed to Haiti. Their work brings critical resources and recovery support to communities deeply affected by the storm.

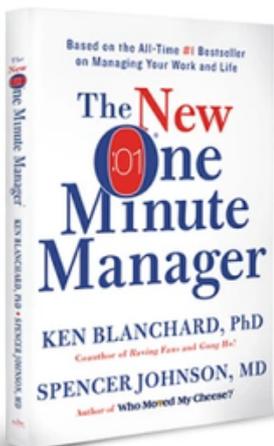
# On the Ground and Growing



Our team at Global has consistently shared their passion for growth and leadership, and this was reflected in the results of our recent staff happiness survey. Employees highlighted their enthusiasm for developing new skills, taking on challenges, and contributing in meaningful ways. This dedication to growth is visible across the company, especially as our sales team gets out into the field more than ever. In October Taylor visited the Sacramento and San Francisco markets, while Josh connected with Albertsons accounts in Denver and Boise. Meanwhile, Cindy Muys has been engaging with Meijer and Spartan Nash, and Cindy Munoz spotted her shipper placement at Rouses for Deep River chips. These visits help strengthen relationships with customers while giving our team firsthand insights into what shoppers want and how we can better support our partners.



Supporting this focus on leadership development, some of our emerging managers are participating in Global's first Future Leaders Book Club. The team kicked off with a short, practical read, *The New One Minute Manager*, and the ongoing discussions have already inspired ways to improve workflow and collaboration within their teams. By reflecting on experiences, sharing insights, and putting lessons into practice, our managers are creating stronger teams and helping shape what's next for Global.



As we move through the middle of the fiscal year and approach the end of the calendar year, this is an ideal time for our employees to recharge, revisit their goals, and plan for continued growth. The energy and momentum created through field experience, collaborative learning, and intentional reflection will help our teams build stronger relationships, drive results, and continue to grow both personally and professionally throughout the rest of the fiscal year.

## New at KeHE: Rising Stars on the Shelf

Building on last month's discussion of evolving shopper preferences and the growing demand for innovative, values-driven products, we are proud to highlight the progress of two of our represented brands in the October New at KeHE program. These emerging partners are gaining visibility, expanding their reach, and connecting with retailers in meaningful ways, demonstrating the value of strong partnerships and strategic support.



Paramo Snacks, the women-owned company behind Good Chips, continues to meet the growing demand for healthier, values-driven products. Their baked, oil-free, plant-based chips made from real fruits and vegetables appeal to shoppers who want convenient, better-for-you options without sacrificing flavor. Global partnered with Paramo to ensure their products were set up for success in the program, helping them secure 66 new PODs and leverage the momentum to grow their reach. Beyond their products, Paramo's mission to donate 2% of sales to reforestation and water protection aligns with consumer values, demonstrating how the right support can turn innovation and purpose into measurable growth.



Brittle-Brittle®, a family-owned company from Duncanville, Texas, has been crafting all-natural, handmade nut brittles since 1988. By combining small-batch quality with a contemporary approach, their products resonate with shoppers who value authenticity, taste, and premium ingredients. Through the October New at KeHE program, Global worked closely with Brittle-Brittle® to prepare their product, optimize placement, and navigate program requirements, resulting in 75 new store placements and expanding their footprint, giving more consumers across the country the chance to enjoy their signature crunch. Their success shows how heritage brands can meet modern expectations while offering quality, accessibility, and building lasting connections with new audiences.