



FOR IMMEDIATE RELEASE

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PHM BRANDS MOVES INTO FEED SPACE, NAMES CHRIS GROSS VP OF FEED INGREDIENT  
MERCHANDISING

*Gross to lead PHM Brands' newest feed venture.*

DENVER, COLORADO – PHM Brands is pleased to announce that Chris Gross [has joined](#) the [team](#) as VP, Feed Ingredient Merchandising (FIM). In her role Chris will oversee feed ingredients, commodities, and risk management.

Chris joins PHM Brands with over 25 years of experience in trading, merchandising, and commodity management. Prior to PHM Brands, Chris served as VP, Commodity Management at Trinidad Benham, where she led the edible beans procurement and risk management for cash commodities, bulk trading division. Prior to Trinidad, Chris served as a leader for ConAgra Foods in the KBC edible bean business which consisted of 17 bulk plants throughout the United States.

“I am excited to utilize my expertise to provide creative solutions to customers and build long term, successful business relationships,” Chris Gross. Chris has experience with multi-national grain companies, international business, finished feed manufacturers, vertically integrated chicken and pork processors, and commodity management of food products for both foodservice and retail customers, as well as industrial manufacturers

Most notably, Gross is widely recognized in the industry for her ability to work cross-functionally to achieve sales goals, creating and executing effective logistics plans, and bringing innovative ideas to the table that maximize efficiencies and profits in the commodity space. “We are thrilled to bring Chris on to the team to drive this new business. She brings with her a wealth of experience, a spirit of innovation, and a true sense of grit when it comes to getting the job done,” CEO, John Mason.

PHM Brand’s latest acquisition will serve to strengthen its ability to serve the commercial feed market. It will act as a natural compliment to its existing wheat germ, CBD, food safe technologies, and flour and grain businesses.

**About PHM Brands**

PHM Brands is a vertically integrated food, ingredient, and technology manufacturer based in Denver, CO. Its businesses include: Viobin, Panhandle Milling, and PHM Safe.

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