

**For Immediate Release**

**Contact:** Susan Stoga/Andrea Schnorr  
[susan@carsonstoga.com](mailto:susan@carsonstoga.com)  
[andrea@carsonstoga.com](mailto:andrea@carsonstoga.com)

## **KRONOS FOODS NAMES HOWARD EIRINBERG TO NEW POSITION AS CEO**

GLENDALE HEIGHTS, Ill. (March 12, 2014) — [Kronos Foods, Inc.](http://www.kronosfoods.com), a privately held, leading manufacturer of premium gyros and other Mediterranean and specialty foods, has named Howard Eirinberg, 54, as the company's Chief Executive Officer.

Eirinberg, who succeeds long-time Kronos CEO Michael Austin, now chairman of Kronos Food Corp., joined Kronos in 2011 to lead all sales and marketing initiatives for the company's wide-ranging operations in meat, bakery, dairy, dessert, restaurant and distribution. Eirinberg has grown Kronos's sales by launching new products like chicken shawarma into the club and foodservice channels.

"The continued popularity of Mediterranean cuisine combined with emerging healthy and convenient eating trends has provided us with a unique opportunity to expand our foodservice presence while also introducing our products into a variety of other markets, including retail, club and convenience stores," Eirinberg said. "Kronos's dedicated team of skilled professionals is fully committed to bringing innovative and delicious new product options to foodservice and beyond."

Before joining Kronos, Eirinberg, who has more than 30 years of food industry experience, previously served as president and chief operating officer of Vienna Beef, Ltd., the iconic Chicago-based manufacturer of hot dogs, sausages and other specialty foods, where he oversaw the company's national food service and retail businesses. During his six-year tenure at Vienna Beef, Eirinberg was instrumental in successfully launching new products into new channels, developing new customer segments, and enhancing the company's brand awareness. Previously, he ran the foodservice division of Fresh Express, Inc., a fresh-cut vegetable processor, and held senior sales and marketing positions at salad dressings manufacturer Richelieu Foods, Inc. and food conglomerate The Quaker Oats Co.

Eirinberg holds a bachelor of science degree in marketing from the University of Illinois in Urbana-Champaign, and a master's degree in business administration from the Kellogg Graduate School of Management at Northwestern University in Evanston, Ill.

### **About Kronos Foods**

Founded in 1975, Kronos is the premier manufacturer of premium Mediterranean foods including gyros. Kronos proudly produces and distributes all of its products to retailers and foodservice outlets nationally, including leading restaurants, hospitals, businesses, schools and universities. The company offers a complete line of gyro products, sauces, pita bread and fillo-based specialty items such as spanakopita. Kronos also offers baklava and other unique and handmade desserts for food service and retail customers through its Rain Creek Baking division [www.raincreekbaking.com](http://www.raincreekbaking.com) and to consumers via [www.sinbadsweets.com](http://www.sinbadsweets.com). For more information, visit [www.kronosfoodsinc.com](http://www.kronosfoodsinc.com).