

Dear Valued BiRite and Pacific Gourmet Customers,

It is with great pleasure that the Barulich family and BiRite Foodservice announce the acquisition of Pacific Gourmet, finalized on 30 September 2022. We are excited to explore the possibilities of bringing a wider variety of specialty and local gourmet products to our BiRite customers, while at the same time, investing in and expanding the distribution reach of Pacific Gourmet to more customers in Northern California.

Founded in the late 1970's by John Cawley and Christine Marshall, Pacific Gourmet has passionately worked to bring high quality ingredients at fair prices to chefs and restaurateurs in the greater Bay Area. They have grown their business very much like BiRite has grown ours, with exceptional customer service and collaboration on real solutions.

Through their hard work and commitment to quality products and suppliers, Pacific Gourmet has built a tremendous reputation in the area and has created an impressive network of well-known and established customers in the Bay Area.

With similar shared values, BiRite and the Barulich family are looking forward to continuing this great tradition and building on the success of the John and Christine.

Pacific Gourmet will continue operating as it does now, retaining all current employees. BiRite will take the next few months to learn more about Pacific Gourmet and to explore expanded product offerings and a larger distribution network. John Crawley will continue with the company as General Manager and Business Development. Aaron Barulich has been named co-President of BiRite Foodservice and Pacific Gourmet. Pacific Gourmet will continue operating at its current location in Brisbane, CA.

We look forward to meeting the loyal customers that make up Pacific Gourmet's distribution network and continuing those relationships in the months and years ahead.

Sincerely,



Aaron Barulich  
President, BiRite Foodservice Distributors

