



May 2, 2012

FOR RELEASE ON MAY 3, 2012:

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## **Grindmaster-Cecilware™ Announces New Sr. Vice President of Sales and Marketing**

Louisville, KY — Grindmaster-Cecilware announced that Greg Immell has been appointed as Senior V.P. of Sales and Marketing for Grindmaster-Cecilware. In this position, Greg will be responsible for all worldwide sales and marketing activities. Greg will be based out of the company's AMW plant in Northbrook, IL.

Greg brings extensive experience in commercial foodservice and beverage to the position, having spent the last several years with Sara Lee Corporation, as their Director of Marketing for North American Beverage. Before that, he spent a number of years with Kraft Foods as their Business Manager for Convenience Coffee and Cold Refreshment Beverages, as well as a number of sales and marketing roles leading up to that responsibility. A look back at his career shows a strong progression of increasing responsibility, all experience that will serve him well in this new role.

Greg has earned a B.A. from the University of California, Santa Barbara and an MBA from Cornell University.

Michael G. Tinsley, Chief Executive Officer said, "It remains our intent to add the highest quality talent, sourced from world class, segment leading companies to our leadership team and staff, and Greg certainly embodies that. I fully expect Greg to evolve our customer centric market focus further, taking our company to new levels of innovation and industry leadership. We're certainly glad he's on our team."

Grindmaster-Cecilware™ is headquartered in Louisville, Kentucky with locations in New York, Illinois, and Thailand. The company is owned and managed by BNY Mezzanine Partners, L.P.

Grindmaster-Cecilware's™ extensive product line is the basis for the company's mission; to build the next generation single source global beverage and foodservice equipment solution. Grindmaster-Cecilware™ manufactures a comprehensive line of quality beverage dispensing equipment for hot, cold, and frozen beverages and a complementary foodservice equipment line.

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