



INSIGNIA
INTERNATIONAL

Flagship Food Group rebrands to Insignia International and will unveil new logo live at Natural Products Expo West

Company will unveil new logo, new products, and introduce new executives live at its booth in the Main Hall of Natural Products Expo West at 2:00pm PT on Thursday, March 15

MARCH 12, 2024 –Anaheim, California--Flagship Food Group, the parent company of [505 Southwestern](#)[®], announces today at the [Natural Products Expo West](#) in Anaheim, CA that it will now be known as “[Insignia International](#)” and is forging a new frontier of flavor in the Hispanic food space. The company will unveil its new logo and speak further about the rebranding to a live audience at its booth in the Main Hall at 2:00pm PT on Thursday March 15. Simultaneously, the company will launch a new website at www.Insignia.gg and publish a three-minute mission statement video at www.vimeo.com/flagshipfoodgroup/insignia.

“Insignia’ is the Spanish word for Flagship, and this natural and elegant evolution of the name makes it clear that we are committed to premium Hispanic and Southwestern products and flavors, and that today we embark on an exciting, dynamic new future,” said Adam Butler, CEO of Insignia International. “The new Insignia logo and concept for the company serves to usher in a strong future of growth with the recent acquisition of several exciting Hispanic food brands—many of which are amongst the fastest growing and in demand in the industry.”

Flagship Food Group has been at the forefront of the Hispanic food movement for the last two decades – launching nearly 50 new items over the past two years alone to satisfy the evolving flavor preferences of consumers. More recently, Flagship has acquired familiar food brands including La

Tortilla Factory, Young Guns, and Mama Lupe's. Today, Insignia believes it is the largest flame roaster of Hatch Valley Green Chile in the world.

“Our mission is to forge a new frontier of flavor in Hispanic and Southwestern foods,” said Adam Butler, CEO of Insignia International, formerly Flagship Food Group. “This is not a new development – our brands including 505 Southwestern, La Tortilla Factory, and Yucatan Guacamole are all leaders in their Southwestern categories, and we felt it was time that our corporate name matched our commitment to this fast-growing industry sub-sector.”

This change comes on the heels of Adam Butler being named the new CEO of the company as well as the acquisition of a variety of new Hispanic food brands. With this name change comes the addition of several new leadership positions joining the growing company including Jason Parasco as Chief Sales Officer (CSO), Scott Frick as Chief Operating Officer (COO), Vikramjeet Singh as Chief Growth Officer (CGO) and Mayank Singh, as Head of R&D for Insignia International. Members of the new executive team will be present at the unveiling event at Expo West.

“Not only have we more than doubled the size of our business over the past few years, we have leaned heavily into the Hispanic and Southwestern categories,” added Rob Holland, Chairman of the company. “We acquired 505 Southwestern in 2008 and have grown that brand from a regional gem to the largest jarred green chile brand in the USA. Our passion for modernizing the flavors of Southwestern and Hispanic foods has been core to our mission for years, if not decades. With this change, our corporate identity and new logo now reflect this.”

Jason Parasco has been appointed as Chief Sales Officer (CSO) of Insignia International. Prior to joining Insignia, Parasco served as Senior Vice President, Head of Sales at Sovos Brands, Inc. (NASDAQ: SOVO) and as Chief Commercial Officer at Fly By Jing, a leading premium Asian food brand. He helped drive the rapid rise of Rao's Homemade, Noosa Yoghurt, and Michael Angelo's brands during his nearly six years at Sovos. Scott Frick will serve as the new COO and hails from Kraft Heinz where he served as the Vice President of Supply Chain Management. Vikramjeet Singh is the newly appointed Chief Growth Officer and was formerly with Kraft Heinz and Unilever where he was the Senior Global Brands Director for Dove. Mayank Singh is the new Head of R&D and brings decades of experience from his time at Conagra Foods where he handled research and development for global markets.

“We truly believe that we are one of the most unique, scaled, multi-category Hispanic food companies in the country today, and with that momentum we are building a world-class management team to lead us into the future,” closed Butler. “Insignia is not just another Hispanic foods business; we are the leader in modern, flavorful, foods that today's consumers demand and deserve.”

About Insignia International

Insignia International is forging the new frontier of flavor in Hispanic and Southwestern food, and has leadership positions in Hatch Valley green chile, salsas, fresh dips, tortillas, tortilla chips, and frozen Mexican handhelds. Its brands include 505 Southwestern, the largest jarred green chile brand in the USA; Yucatan Guacamole, one the leading fresh guacamole dip brands in the US and Canada; La Tortilla Factory, one of the nation's largest tortilla brands that is focused on health and wellness; Hatch Kitchen, TJ Farms, and Lilly B's, leading brands in the frozen snacks, burrito and quesadilla space; and Young Guns, a leader in food service Hatch Valley green chile. Insignia International is also a valued partner with retailers and food companies, providing private label, brokerage, and freight and warehousing solutions. The company is headquartered near Denver with operations and offices in Idaho, California, Minnesota, Kansas, New Mexico, and Mexico.

Media Contact: Courtney Lis Courtney@vocapr.com