



**CREO** CAPITAL PARTNERS

FOR IMMEDIATE RELEASE

## CREO Announces New Strategic Operating Advisor, Jose Espinoza



**December 22, 2021** CREO Capital Partners (CREO) announced today that Jose Espinoza has joined the firm as a Strategic Operating Advisor. Jose will work with CREO and its portfolio companies, including Flagship Food Group (Flagship), to drive growth in its Hispanic food portfolio. Jose’s recent experience in the hot sauce and tortilla industry segments are particularly relevant to CREO’s 505 Southwestern green chile and sauce brand, and its La Tortilla Factory premium tortilla brand.

“I have known Jose for many years and am very excited about what he can bring to our family of Hispanic-focused brands. He has already hit the ground running and has impacted the direction of several of our key strategic initiatives,” said Rob Holland, Founding Partner at CREO. “I am looking forward to Jose providing leadership and insights as he works with our dynamic team at CREO and Flagship.”

Jose has recently worked with CREO and Flagship to develop and launch the La Tortilla Factory – Carb Cutting™ line of ZERO and low net carb tortillas, an innovative portfolio of health and wellness-focused tortillas in which Flagship expects to invest heavily.



Prior to joining CREO, Jose served as Vice President, Sales & Marketing, at Ole Mexican Foods, the second largest national tortilla brand in the USA behind Mission. Prior to Ole, he worked at Tabasco and Coca-Cola in executive marketing and sales positions. Jose was introduced to CREO through Tony Simmons, the former CEO and Chairman of McIlhenny Company (Tabasco), who serves on the board of Flagship.

“I’ve watched what CREO has done with its portfolio of brands, its continued growth in the Hispanic sector, and the investments it is making to build a world-class organization. I am excited to be part of this driven and passionate team,” said Jose about his new role with CREO.

### **About Flagship Food Group**

Flagship Food Group is a Hispanic-foods focused diversified food company that manufactures, sells, and distributes food products under the 505 Southwestern, Lilly B's, Hatch Kitchen, Mapa Lupe's, TJ Farms, La Tortilla Factory, and other brands. The Company also partners with leading food retailers to develop R&D-driven private label programs, and provides food logistics, warehousing, and freight management services within the food industry. The Company operates facilities and offices in Boise, ID, Denver, CO, Albuquerque, NM, Santa Rosa, CA, San Francisco, CA, Minneapolis, MN, and Moundridge, KS. Flagship is majority owned by CREO Capital Partners, LLC.

### **About CREO Capital Partners**

CREO Capital Partners is a Denver, CO-based investment firm exclusively focused on the food and consumer products industry segments. Founded in 2005, the firm has successfully invested in over 20 food companies in the USA and the UK, and focuses on partnerships with outstanding management and premium brands. Investments have spanned the branded retail, private label, food logistics, and food distribution industry sub-segments. With most of its investments held via its diversified food business, Flagship Food Group, CREO actively seeks dialogue with food companies that have an interest in joining in the Flagship journey.