



FOR IMMEDIATE RELEASE

Rutter's Adds Two Industry Veterans to their Marketing & Merchandising Team

Sean Pfeiff and Adam Long join Rutter's with a long history in the convenience industry

YORK, PA. 2/11/2020: Rutter's is proud to announce the hiring of Sean Pfeiff and Adam Long as Senior Category Managers for their Marketing & Merchandising team. They will work directly for Robert Perkins, VP of Marketing, with Sean overseeing packaged beverage, beer, wine, lottery and ATM categories, and Adam managing tobacco, CBD, pre-paid services and gift cards.

"Sean and Adam bring a great deal of knowledge to Rutter's, which we plan to utilize as we continue to build bigger and better stores," said Robert Perkins, Rutter's VP of Marketing. "We recognized that with the growth of our chain, and areas within the store, hiring two Senior Category Managers with strong industry experience will help us continue to meet our customers' needs each and every day. Adam and Sean are great additions to help us achieve our goals."

Sean Pfeiff has over 17 years of Marketing/Merchandising and Operations experience in the C-Store industry. Before joining the Rutter's team, Sean was an Executive Committee Member for Turkey Hill. During his tenure, Sean was responsible for management and operation of 248 locations, across Pennsylvania. Sean was most recently responsible for the development and execution of all marketing, merchandising and advertising initiatives for 332 Turkey Hill & Fastrac sites, under the EG-America banner. Sean resides in Lancaster, PA with his wife and three sons, who share an interest in sports and adventures. As a former competitive athlete, Sean enjoys supporting the development of athletics for his children, has a passion for the game of golf, and cheering on his beloved Auburn Tigers.

Adam Long comes to Rutter's with 20 years of retail and CPG experience. In his previous role, he pioneered a newly formed insights and intelligence team at a Top 3 US tobacco manufacturer, and led efforts to provide executive level guidance on corporate strategy and tactics. Prior to that, he led processes which transformed category management and assortment analytics at a privately held convenience chain. When he's not working, Adam has a passion for learning and is currently pursuing his MBA with a focus on strategy/strategic leadership. He also enjoys racquetball, when he can find an open court.

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About Rutter's

Rutter's is a privately-held chain of convenience stores headquartered in Central Pennsylvania. Widely recognized as an industry leader in food service, innovative technology, and customer service, receiving awards for International Convenience Retailer of the Year, 1st Nationally in Brand Loyalty and Customer

Fit, and Food Service Retailer of the Year, Rutter's operates 76 locations in Pennsylvania, Maryland and West Virginia. Part of a family managed group of companies, Rutter's includes convenience stores, a dairy and beverage company, and a real estate company. With roots dating back to 1747, Rutter's 272-year history makes it the oldest vertically-integrated food company in the United States.

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