



**ADVANCING THE FOOD INDUSTRY
THROUGH EDUCATION AND LEADERSHIP**

PRESS RELEASE FROM THE WAFC

JULY 29, 2022

FOR IMMEDIATE RELEASE



WAFC COO Carole Christianson to Retire

Carole Christianson, Chief Operating Officer of the Western Association of Food Chains (WAFC), whose mission is “Advancing the Food Industry through Education and Leadership”, has revealed her intention to retire later this year. Culminating a 50-year career in the food and beverage industry and over 15 years at the helm of the WAFC, Christianson will be retained as an Advisor working with her successor to insure a smooth and transparent transition.

“I would like to personally congratulate Carole on her retirement. There has been no better supporter of education in the CPG and retail industry than Carole and, although we are sad to see her go, we are excited for her to begin this next chapter of her life. We wish her continued happiness and joy in retirement, as we know she will be just as successful as she was at educating those in our industry. We appreciate all Carole has done for us both personally and professionally, she will be missed.” Scott Drew, 2022-2023 WAFC President Chairman and President, Smart & Final.

Before joining WAFC, Christianson spent over 29 years in the Food & Beverage Industry culminating with her role at Coca Cola as Vice President of National Accounts.

In 2003, she established her own venture, “Christianson West” leveraging her network with retailers in the Western United States with her first client being Kellogg’s. In 2005, she was retained by the WAFC to establish a formal business meeting process for the 2006 and 2007 annual WAFC conventions.

In 2020, Carole and her late husband Paul were awarded the: “Spirit of Life Award” by the City of Hope as founders of Kids 4Hope raising over \$17.1M to date. Carole was recognized by the University of Southern California Marshall School of Business as the USC Food Industry Executive of the Year in April 2021.

“Carole has consistently inspired industry leaders to give their best to continually raise the bar to support education through her ongoing mantra of “best ever”. More importantly, Carole has taught us all two things: First, how retail, wholesale and CPG leaders can build meaningful relationships to drive positive change and second, how education truly changes people’s lives. We will be forever grateful for her outstanding leadership and friendship.” Greg McNiff, 2000-2022 WAFC President Chairman, President, Stater Bros. Markets.