



## **Kitchen Resource Group and Swanson-Girard Associates Merge to Create Culinary Concepts, LLC**

Current Paradigm member, Kitchen Resource Group is proud to announce their merger with Swanson Girard Associates. This new entity, Culinary Concepts, LLC will be led by managing partners B.C. Roberts III, Paul Swanson, and Sean Girard.

Culinary Concepts, LLC will be a member of Paradigm and continue to utilize Paradigm's resources and best practices to grow market share for our premier manufacturers.

Jim Zink shares, ***"We are thrilled to see these companies combine. The combination will immediately benefit their employees, manufacturers, and dealers. We look forward to welcoming the current Swanson-Girard employees into the Paradigm community."***

### **ABOUT PARADIGM**

Paradigm is the largest sales and marketing organization dedicated to the foodservice equipment and supply industry. As a member-owned company, Paradigm operates on the Entrepreneurial Operating System (EOS) platform, driving consistency, discipline, and accountability in sales, marketing, and education. With a relentless commitment to innovation and a collaborative culture, Paradigm continues to set the highest standards in the industry. Paradigm's investment in its people, infrastructure, systems, and processes has yielded exceptional results. The Paradigm member companies consistently outperform the market in top-line sales, profit margins, forecasting accuracy, and client experience.