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Michigan Sugar Company names new Director of Marketing & Sales

*Mike Walters joins team at Michigan Sugar Company
corporate headquarters in Bay City*

BAY CITY – Michigan Sugar Company announces the hiring **Mike Walters** as its new Director of Marketing & Sales.

“We are delighted to see Mike join the team,” said Pedro L. Figueroa, Vice President of Marketing & Sales at Michigan Sugar Company, to whom Walters reports. “His leadership, experience, network and sales-driven expertise in the food industry will be extremely beneficial for our group as we continue developing growth opportunities in specific sweetener market segments, while also providing solid management reporting responsibilities and long-term strategic development following Carol Kunitzer’s retirement in December.”

A native of Spring Lake, Michigan, Walters has nearly 35 years of professional experience, including 18 years at Campbell Soup Company, where he held a variety of positions, including Vice President of Broker Development. After moving on from there, Walters spent 10 years working in the food industry in the area of custom blending of ingredients.

Most recently, he served as Vice President of Sales & Marketing for Regal Ware Inc., a manufacturer of high-end cookware based in Kewaskum, Wisconsin.

A graduate of Spring Lake High School, Walters earned his bachelor’s degree in education from Grand Valley State University in Allendale, Michigan, and took master’s classes at Benedictine University in Lisle, Illinois.

Walters and his wife Debby live in Grand Haven and have two adult sons, Nathan and Thomas. Walters enjoys boating, snowshoeing, hunting and fishing, as well as traveling.

With its corporate office in Bay City, Michigan Sugar Company is a cooperative owned by approximately 1,000 growers who annually plant and harvest about 160,000 acres of sugarbeets. The company processes those beets at factories in Bay City, Caro, Croswell and Sebawaing, producing approximately 1.2 billion pounds of sugar each year that it sells under the Pioneer and Big Chief brands.

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Mike Walters, Director of Marketing & Sales, Michigan Sugar Company