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JOH Strengthens Its North Central Presence with Acquisition of Fresh Approach Sales & Marketing

July 23, 2026 — Billerica, MA — JOH is pleased to announce the acquisition of Fresh Approach Sales & Marketing, a respected Wisconsin-based broker with more than two decades of experience serving clients and customers throughout the Upper Midwest. This strategic acquisition further strengthens JOH's North Central organization and reinforces the company's continued investment in expanding its presence across key Midwest markets.

As JOH continues to build on its longstanding leadership in the Northeast and Mid-Atlantic, the company has made significant investments across the North Central region. With a strong regional foundation, JOH continues to expand its North Central division through experienced leadership, enhanced customer coverage, and increased resources to better serve clients and customers throughout the region.

Founded in 2005 by President Dale Grudnowski, Fresh Approach Sales & Marketing has earned a reputation for delivering outstanding service, trusted relationships, and deep industry knowledge. The company has built its business by serving as a valued extension of its clients' sales organizations, helping brands grow through strong retail partnerships and local market expertise. With a shared commitment to integrity, relationships, and exceptional



service, JOH and Fresh Approach are well positioned to continue delivering strong results for clients and customers throughout the region.

"We're excited to welcome Dale and the entire Fresh Approach team to JOH," said Matt O'Hare, President & CEO. "Their strong values, customer focus, and proven success make them an outstanding fit for our culture. This acquisition represents another important step in our long-term growth strategy as we continue investing in exceptional people and expanding our capabilities across the North Central region."

"Joining the JOH family represents an exciting next chapter for our team," said Dale Grudnowski, President of Fresh Approach Sales & Marketing. "Throughout the years, we've built our business on relationships, trust, and delivering exceptional service. JOH shares those same values while offering expanded resources, broader market reach, and outstanding leadership. We're excited for what this partnership will mean for our clients, customers, and teammates."

"Fresh Approach has earned an impressive reputation through exceptional service and long-term partnerships," said Brian Maguire, Executive Vice President, Produce. "Their team's local expertise and customer relationships complement JOH and further strengthen our ability to provide support and meaningful growth opportunities for both our clients and customers."

"This acquisition represents another important milestone in JOH's continued growth across the North Central region," said Frank Tuma, Executive Vice President, North Central. "Fresh Approach has built exceptional relationships throughout Wisconsin and beyond, and their addition enhances our local expertise and ability to deliver the service our clients and customers have come to expect from JOH."

JOH remains committed to making strategic investments that strengthen its regional expertise while delivering best-in-class service to clients and customers. The addition of Fresh Approach Sales & Marketing further enhances JOH's organization and positions the company for continued growth throughout the Midwest.

For more information, please contact Brian Maguire at bmaguire@joh.com or Frank Tuma at ftuma@joh.com.

JOH

Founded in 1956 by Harry O'Hare, Sr., JOH is celebrating 70 years as one of the country's strongest and most respected sales and marketing agencies. Today, the company operates 17 strategically located offices and employs more than 600 associates, representing more than 400 clients across key retail categories. As a proud owner and member of OSMG America, JOH and its partners provide unmatched coverage across all Food, Drug, Mass, and Club channels, supported by powerful national reach and deep local market expertise.

For more information, please visit www.joh.com.