



FOR IMMEDIATE RELEASE

Hatco Welcomes Joe Flaherty as New Director of International Sales

New appointment reinforces Hatco's commitment to global growth and customer-focused solutions



MILWAUKEE – July 2025 – Hatco® is pleased to announce the appointment of industry veteran Joe Flaherty as Director of International Sales. In this key leadership role, Flaherty will lead Hatco's global sales strategy and oversee the company's efforts to expand its presence in both mature and emerging international markets.

A results-driven executive, Flaherty brings more than 20 years of experience in the foodservice equipment and supplies industry, with expertise in international sales, brand strategy, and product innovation. Most recently, he served as Senior Vice President at Mercer Culinary, where he led global sales initiatives, launched multiple successful product lines, and expanded market share across both commercial and retail sectors.

As Director of International Sales, Flaherty will guide sales, marketing, and operational activities across key international regions. He will also collaborate with cross-functional teams to execute strategic growth initiatives, strengthen distributor relationships, and champion customer-focused solutions that support Hatco's long-term business strategy.

"Hatco has long been a respected leader in the foodservice industry, known for its innovation, integrity, and customer-first mindset. I'm honored to join the team and excited to build on that legacy as we expand our global reach and deliver meaningful value to our international partners," said Flaherty.

Flaherty is a Certified Foodservice Professional (CFSP) and has actively contributed to industry advancement through his past involvement with the North American Association of Food Equipment Manufacturers (NAFEM). He previously served on NAFEM's Board of Directors and chaired the Young Executives Forum (YEF), where he curated professional development programming for the next generation of leaders and executives in foodservice equipment manufacturing.

"We're thrilled to welcome Joe Flaherty to the team!" said Lorne Deacon, president and CEO of Hatco Corporation. "Joe's deep expertise and proven track record in both domestic and global market development will be instrumental as we continue to expand our international footprint and deliver value to our partners around the world."

To learn more about Hatco and its foodservice equipment offerings, visit www.hatcocorp.com.

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About Hatco

Since 1950, Hatco, a leading manufacturer of commercial foodservice equipment, has been dedicated to supporting the foodservice industry worldwide with its innovative products. With locations in Milwaukee and Sturgeon Bay, Wis., Hatco is committed to exceptional customer service and designs durable sanitizing, warming, holding, merchandising, cooking, and cooling solutions tailored to meet the needs of foodservice operations. A proud employee-owned company and brand of Hatco Corporation, Hatco continues to set the standard for reliability, performance, and excellence in the foodservice industry.

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