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**FOR IMMEDIATE RELEASE**

## **Hatco® Promotes Raoul Cervantes to Consultant Services Sales Manager**

*Promotion enhances Hatco's sales team and expands support for consultants and foodservice partners*



**MILWAUKEE – August 2025** – Hatco® is proud to announce the promotion of Raoul Cervantes to Consultant Services Sales Manager, a newly created role designed to strengthen support for consultants and reinforce Hatco's presence across the foodservice industry.

In this position, the industry veteran will lead Hatco's initiatives to provide specialized guidance and solutions to consultants, helping dealer and operator partners maximize the value and performance of Hatco equipment. Cervantes' work will further the company's commitment to delivering innovative, customer-focused solutions that drive success for foodservice professionals.

Stuart Sharp, National Sales Manager, said, "Raoul has shown strong leadership and customer interactions in his time with Hatco. He has developed and maintained strong relationships with the consultant community throughout his career, making his new role at Hatco a natural fit for his strengths and experiences. We are looking forward to his help and support in growing Hatco specifications with the trusted consultant community."

Cervantes joined Hatco in 2023 as a Dealer Sales Manager, leading dealer sales activities and managing representative territories across the East Coast. He has over three decades of experience in the foodservice industry, having previously held leadership roles with Perlick Corporation, Follett Corporation, and several Middleby brands, where he developed extensive expertise in sales management, business development, strategic planning, and consultant and customer engagement.

"I'm truly honored with this exciting new role," said Cervantes. "Hatco has built a remarkable legacy of trusted, consultant-specified products. In this newly created position, I look forward to expanding those specifications to include Hatco's innovative new offerings while continuing to support the legacy products that have defined the brand. It's a privilege to help strengthen and grow Hatco's relationships with the foodservice consultant community."

To learn more about Hatco and its foodservice equipment offerings, visit [www.hatcocorp.com](http://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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