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Hudsonville Ice Cream Appoints Tina Floyd as New CEO

HOLLAND, Mich., January 4, 2023 — Family-owned brand Hudsonville Ice Cream announced today that it has appointed Tina Floyd as the company's chief executive officer, effective February 13. Floyd will assume the role from co-owner Denny Ellens, who will remain with Hudsonville as a member of the board of directors.

Floyd comes to Hudsonville Ice Cream after three decades at The J.M. Smucker Co. in Orrville, Ohio, where she most recently served as a member of the company's leadership team as Senior Vice President and General Manager of Consumer Foods. Floyd's experience includes overseeing the company's successful consumer foods strategy and acting as steward for iconic grocery brands including Smucker's® and Jif®

"The addition of Tina represents a true moment of growth for our Hudsonville team," said Denny Ellens. "We have seen considerable expansion during the past three years in terms of capability, staff, and sales, and we have grown to become a beloved ice cream brand regionally. Tina's addition adds big-league brand experience and cache, yet she understands the family culture that has been so crucial to our success to-date. She represents everything we are about, and I have no doubt that the qualities that have contributed to her personal successes over the past thirty years will translate incredibly well here at Hudsonville."

At Smucker, Floyd had responsibility for the company's \$1.7B Consumer Foods business. Among her many professional accomplishments is the development and successful launch of the Smucker's® Uncrustables® line of frozen sandwiches, which has become one of the top-performing brands within the company's portfolio.

"I am thrilled to be joining the Hudsonville team as it enters another year of tremendous growth," Floyd said. "This is a family-owned organization that values its people, the community it calls home, and the proprietary process they have developed that produces some of the best-tasting ice cream on the market. I look forward to working collaboratively with this exceptional team to build towards an even brighter future."

Since 2019, the Hudsonville Ice Cream team has grown exponentially—from 80 employees to 280—while also tripling its production capabilities via facility upgrades. In addition, the company recently debuted limited-edition Holiday-themed ice cream flavors in partnership with Little Debbie®, along with a year-round collection of eight flavors developed in collaboration with the popular snack cake brand.