

Tropicana Brands Group Announces Tim Tulfer as Global Chief Financial Officer

Beverage Industry Veteran Tulfer joins most recently from Pabst Brewing Company

CHICAGO – January 28, 2026 – Tropicana Brands Group (TBG), a leader in fresh and chilled beverages, today announced Tim Tulfer will join the company on February 2, 2026, in the role of Chief Financial Officer (CFO).

Mr. Tulfer is an experienced CFO with more than 20 years of international finance leadership experience, most recently serving as Chief Financial Officer at Pabst Brewing Company where he built a reputation as a dynamic, global enterprise leader.

Beyond his time at Pabst, Mr. Tulfer brings deep global expertise from leadership roles across HEINEKEN's worldwide network — including serving as CFO of HEINEKEN USA, Regional VP of Business Control for Heineken Americas, and CFO of Heineken in Portugal — as well as earlier finance roles at Heineken Netherlands and Procter & Gamble."

"I am excited to bring someone of Tim's caliber to the team and am confident his past work positions him to quickly integrate and help drive TBG's next phase of growth," said Paul Chibe, Chief Executive Officer, Tropicana Brands Group.

"The opportunity to join a company with a portfolio like that of TBG is unique," said Mr. Tulfer. "Being able to touch iconic, legacy brands like Tropicana and Naked is exciting, and I look forward to helping to unlock future growth for the company."

Mr. Tulfer succeeds Greg Christenson, who announced his retirement due to health issues. Mr. Christenson will remain available as a Special Advisor to support business continuity.

"I want to thank Greg for everything he's done to set TBG up for success in the future," said Mr. Chibe. "While disappointed to see him go, I applaud him for prioritizing his health and wish him well in this next chapter."

About Tropicana Brands Group

Tropicana Brands Group brings together an exciting, global portfolio of some of the world's most iconic juice brands, including Tropicana, Naked, KeVita, Izze, Dole, and Copella. Established in 2022 as a joint venture between PAI Partners and PepsiCo, the company aims to promote new growth for its business, opportunities for its people, and to accelerate a vision to be the undisputed global leader in fresh and chilled beverages. With a global footprint of more than 2,000 associates that spans North America and Europe, we are proud of our industry-leading capabilities in areas that include innovation, R&D, manufacturing, distribution, sales, marketing, and nutrition expertise. For more, please visit www.tropicanabrandsgroup.com