



For Immediate Release

Outpost Natural Foods Announces Ray Simpkins as New General Manager

May 4, 2023, Milwaukee, WI -- [Outpost Natural Foods Cooperative](#) announced today that its board of directors has selected Ray Simpkins as its next general manager. Simpkins, 45, succeeds outgoing general manager Pam Mehnert, who retires next month following a 42-year-career with the co-op. Simpkins brings more than 20 years of retail store management experience, including serving in leadership roles at several national grocery chain locations.

He joins Outpost May 22, 2023, from the Greater Columbus, OH area where he was most recently District Manager for Dollar General, responsible for a network of locations. Previously, Simpkins was a Store Manager for The Home Depot and a Club Manager for Sam's Club. He also served as Store Director for Fresh Thyme Farmers Market, where he helped lead that store's construction and local market launch. Simpkins has an MBA from Strayer University and received his bachelor's degree from Wright State University, both of which are in Ohio.

"After a nationwide search, we are thrilled to have found a general manager who brings such a rich background and extensive experience in grocery retail," said Ashley Fisher, president, Outpost's board of directors. "Ray's an energetic team leader with a passion for customer service. We're excited to watch him excel at Outpost."

As general manager of Outpost, Simpkins will take the helm of one of the country's leading natural foods co-ops during a time of renewed growth amidst a crowded retail food marketplace. Outpost, with its four Milwaukee area locations, pioneered and continues to lead the natural and organic food movement in southeastern Wisconsin.

"I can't wait to move to Milwaukee and meet Outpost employees, owners, shoppers and community partners," Simpkins said. "Together, we'll continue to create healthy, diverse, and sustainable communities by offering the area's largest selection of regionally and locally sourced organic products, all within an engaging consumer experience."

About Outpost Natural Foods Cooperative

Serving the greater Milwaukee area since 1970, Outpost Natural Foods Cooperative is a natural foods grocery retailer featuring local, natural, and organic foods, and operates four convenient retail locations in Metro Milwaukee. Co-owned by more than 22,200 individuals from Southeastern Wisconsin, Outpost employs nearly 360 people, is a union employer represented by UFCW local #1473, as well as publishes an award-winning food and dining magazine (GRAZE). Outpost is a committed green power user, with consistent ranking on the EPA Green Power Partnership Top 30 Retail list.