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Divine Flavor restructures executive sales team

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[Divine Flavor](#), a Nogales, AZ-based produce grower and distributor, announced the restructuring of its executive sales team, elevating Patrick Cortes to vice president of sales and Carlos Bon to senior vice president of sales.



Patrick Cortes

Cortes, who joined the Divine Flavor team in April, will continue his hand in business development and strategic planning for the company while taking on his new role as VP of sales, reporting to Bon,

who will serve as the company's new senior vice president of sales. The move positions the vertically integrated company for its robust growth plans.

"I'm very excited for the short term and the long term and for the opportunity to build upon what the Divine Flavor organization has already created throughout the years," said Cortes. "We are a company inspired by flavor, dedicated to product innovation, and an organization committed to delivering stellar customer service. I'm honored to provide my leadership to a talented, hardworking sales staff who have built this organization into what it is today."



Carlos Bon

Cortes will work closely with Bon and Divine Flavor's sales team to provide leadership, and complement all categories the company offers, focusing on the hot house and dry veg sectors.

Previously, Bon served as Divine Flavor's vice president of sales for the past three years since taking over for Pedro Batiz in 2020 when he retired. He will now aid Cortes in this role as the two sides plan to develop further both its veg and grape programs across the board.

"Having someone such as Patrick is exciting for me personally and professionally," said Bon. "Although he's only been with Divine Flavor for a short amount of time, Patrick has been a great leader for our team, and I greatly look forward to working hand in hand with him as we take on our leadership roles for this company. Divine Flavor was formed as a family business when it was founded, and having someone who comes from the corporate side of the industry brings a lot of value to our company as well as to our current and potential client base."

President and CEO Alan Aguirre mentioned that the company has aggressive plans for the future and having veteran presence such as Bon and Cortes will be key.

"We are very happy for both Patrick and Carlos," said Aguirre. "Not only do they have the experience and the capacity to help us, but the two of them have great chemistry with our team. As our company looks to further develop our commodities with retailers and foodservice, it will be

important to have experienced team leaders and veteran presence who can build stronger relationships with current customers and develop new ones as our company is poised for growth. Patrick and Carlos, alongside our hardworking sales executives, is how we will achieve this.”

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