



Beatrice Companies, Inc.
General Offices
22 West Washington Street, Suite 1500
Chicago, Illinois 60602-1607
312 782 3820
www.beatriceco.com

Monday, April 27th, 2026

Beatrice Companies Appoints Robert Cerrone as Chief Operating Officer

CHICAGO -- Beatrice Companies, Inc. today announced the appointment of Robert Cerrone as Chief Operating Officer, reinforcing the company's continued focus on operational excellence and strategic growth across its expanding portfolio of media, food, and consumer product businesses.

In his new role, Cerrone will oversee day-to-day operations across all divisions, working closely with President DeWitt P. Hoopes and the executive leadership team to align operational performance with the company's long-term vision. His appointment comes at a pivotal time as Beatrice continues to sharpen its focus on media operations while expanding its content, broadcasting, and digital platform capabilities.

Beatrice Companies has undergone a significant evolution in recent years, including a renewed emphasis on its media division, strategic infrastructure investments, and the launch of multiple proprietary platforms and brands. These initiatives have positioned the company as a unique player with integrated capabilities across content creation, distribution, and supporting services.

"Robert brings a strong operational mindset and leadership approach that aligns with where we are headed as a company," said Hoopes. "As we continue to grow and refine our focus, his experience will be instrumental in ensuring we execute efficiently while maintaining the quality and service standards that define Beatrice."

Cerrone will play a key role in optimizing internal processes, enhancing cross-division collaboration, and supporting the continued rollout of Beatrice's media platforms, including its streaming, broadcasting, and publishing initiatives. The company's media segment has seen notable expansion with the development of platforms such as Bview, BNS, and BNS Radio, along with continued investment in original content and distribution channels.

(MORE)

Founded in 1894 and reestablished in 2007, Beatrice Companies has built a reputation centered on quality, innovation, and a customer-first philosophy. Today, the company operates through a diversified structure that includes Beatrice Media, Beatrice Foods Co., and Beatrice Consumer Products, each aligned to serve distinct but complementary markets.

Cerrone's appointment signals Beatrice's commitment to scaling its operations while maintaining the independence and infrastructure that have enabled its transformation into a modern media-driven organization.

About Beatrice Companies

Beatrice Companies, Inc. (www.beatriceco.com) is a diversified American company with roots dating back to 1894, now focused on digital media and specialty products. Through its Beatrice Media division, the company operates a growing portfolio of platforms including Bview, a video streaming service, BNS (Beatrice Network Services), a news and entertainment network, BNS Radio, a multi-channel internet radio platform, Bfaith, a faith-based streaming service, Zonophone, a classic radio and music platform, and 1894 Productions, its in-house content studio, along with its publishing arm featuring Gene Hoopes literary works. In addition to its media operations, Beatrice maintains a specialty food and distribution business through Beatrice Foods Co., and a direct-to-consumer e-commerce platform through Beatrice Direct. With a focus on independence, quality, and owned infrastructure, Beatrice Companies is positioned as a niche leader across its media and product platforms.



GENE HOOPES



Beatrice®
Direct