

New Air Force F&B R&D Branch Chief



McKenney



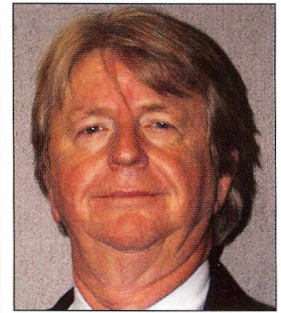
Miller



Spencer



Krueger



Burgess

Jim Krueger was named chief, Food & Beverage (F&B) Research and Development Branch in the Food and Beverage Division at Air Force Services Agency (AFSVA) on March 26. Prior to taking over this position, he was the Air Force's senior systems consultant on the Common Food Management System (CFMS).

Krueger has more than 25 years of direct experience as an Air Force veteran working various aspects of food service, such as facilities modernization and readiness. The National Restaurant Association (NRA), the Society for Foodservice Management, the International Food Service Executives Association (IFSEA), and the Hennessy Travelers Association (HTA) are among the entities he has worked with.

"I'm excited to have Jim on our team," said Division Chief Fred McKenney. "Air Force customers can expect to see more successful

joint ventures in the future, as Air Force Services leaders continue to find ways to meet the demands of increasingly value-conscious, convenience-driven consumers by creating new concepts, providing new services, and honing restaurant offerings to meet customers' needs."

In addition to research and development, this branch is responsible for deployment and sustainment of standardized corporate concepts including Air Force Catering, signature brands, name-brand restaurants, fast-food operations and a partnership with Brinker International to deploy Chili's and Macaroni Grill properties overseas. The division, under the leadership of McKenney, handles all food and beverage operations, including purchasing and information technology (IT) support.

The three other branches are the Support Branch, headed by Bill

Spencer, which is responsible for purchasing support programs for appropriated fund (APF) and non-appropriated fund (NAF) food and beverage operations; the Operations Branch, headed by George Miller, which manages the daily worldwide Air Force food and beverage operations and oversees procedures and policy compliance; and the Information Technology Support Branch, headed by Steve Burgess, which is responsible for the business systems used by all food and beverage operations.

The Food and Beverage Division represents the Air Force's modernization of its organizational structure with the combining of APF and NAF food with beverage items into a single food and beverage approach. Realizing a partnership between specific brands and other activities has been an essential element of the long-term strategy to revitalize Air Force food and beverage operations worldwide.