



Pilot Flying J hires VP of Food Innovation

North American travel center operator, Pilot Flying J, has named Shannon Johnson to lead its innovative food and beverage strategy, which includes the PJ Fresh Marketplace brand.

Food offering is one of the key components of the company's \$485-million five-year modernization and expansion plan, according to a company release.

Pilot Flying J aims to offer its customers extensive food options—from PJ Fresh fast casual restaurant serving freshly-made food to Subway, Taco Bell, McDonalds, Cinnabon, and the many other fast-dining options.

“Shannon Johnson brings the experience and expertise needed to continue to enhance our restaurant partnerships as part of our food offerings, as well as our PJ Fresh fast-casual dining. Fresh, quick alternatives and homestyle meals are important to our guests, and we’re committed to continuing to offer the best in quality and convenience,” said Ken Parent, Pilot Flying J president.

Johnson served as chief food innovation officer for KFC, product innovation director at McDonald's, and most recently, director of the Michael P. Hennen Hospitality & Culinary Center at Chattanooga State Community College.