

# THE ORIGINAL SOUPMAN LLC, MAKER OF ICONIC AMERICAN SOUPS, ANNOUNCES MITCH COHEN AS NEW PRESIDENT OF FRANCHISING DIVISION

*LONG-TIME EXEC BRING EXTENSIVE BUSINESS SUCCESS TO GROWING FIRM*

EATONTOWN, NEW JERSEY, UNITED STATES, May 29, 2018 /EINPresswire.com/ -- [The Original Soupman](#), makers of the best-tasting soup in the world, announces [Mitchell K. Cohen](#) as the new President of their Franchise Division, The Original Soupman, LLC (OSM LLC). Cohen is a 30-year plus proven leader and executive with an extensive record of accomplishment in growing businesses, igniting value and innovation, and achieving superior results. With the appeal of the iconic consumer brand The Original Soupman, Cohen brings with him consistent repetitive success in building integrated organizations and scalable operational and business models. He further brings positive energy and experience that drive results and will help Soupman provide products and services that customers will love and want in their lives.



From the first 17 years of his career at Data General as an engineer and various manufacturing management positions, Cohen became a thoroughly knowledgeable and accomplished manager and leader in operations, customer relationships, and teamwork. Next Cohen utilized his leadership position as Senior Director of Operations at U.S. Robotics to automate manufacturing, accelerate revenue growth and reduce costs; thus, solidifying his experiences and positioning himself for his opportunity at SanDisk Corp.

Prior to joining OSM LLC, Cohen was a long-term executive/GM at SanDisk Corp., first restructuring and positioning manufacturing into an operational excellence organization and as a strong asset of the company. With the trust of leadership, he began initiating and launching new business units into accelerated revenue growth engines with successful market penetration and increasing margin contributions. Overall, Cohen was an integral member of the senior management team, guiding SanDisk from their early days of transitioning the world to digital memory to their ultimate acquisition by WDC for \$19 Billion.

The allure of this iconic consumer brand with global appeal took Cohen off the sidelines from considering his next management position, to initially joining the board of advisors of Gallant Brands dba Original Soupman. From his initial engagement with the board members, Cohen recognized the passion, dedication, and management commitment to the brand which ultimately led to his decision to accept this opportunity to lead the organization as the President of The Original Soupman LLC.

“To me, our saying “Soupman soup for All” is very inspirational,” expressed Cohen. “I am committed to and highly motivated by the success of The Original Soupman. We want to ensure that in everyone’s daily lives they have the opportunity to share, experience, and enjoy the best [soups](#) in the world. Our vision is quite literally to bring these soups to all. My goal is to provide easy access to the best soup in the world by supporting and growing our franchise presence in a robust, modernized manner.”

A major component of Cohen and OSM LLC’s plans include relaunching and refreshing the franchise model and creating a new neighborhood feel to the venture. Future plans include creating multi-faceted localized hubs for franchises, which may include food trucks, kiosks, food carts and more.

### About Soupman

The Original Soupman’s roots began at the famous 55th St. and 8th Ave. store which inspired the famous “Seinfeld” episode that made Soupman a cultural icon. The soups were praised by the New York Times who called it “Art, not Soup” and the soups were rated #1 by Zagat as it set the standard for excellence.

Today, The Original SoupMan® sells its complete line of delicious soups in eco-friendly shelf stable Tetra Recart® cartons online at the best supermarkets, grocery, mass market and convenience stores.

Diane Lilli  
Bender Group  
973 744 0707 x 11  
[email us here](#)

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.



Mitchell K. Cohen is the new President of the Franchise Division of The Original Soupman, LLC (OSM LLC).