

Elevating Athlete Care

An Interview with Bri Rosas, Chief Executive Officer, KZ Provisioning

EDITORS' NOTE Bri Rosas is a dynamic sports business executive and strategic advisor recognized for her ability to drive transformation and deliver results across professional sports, media, and consumer brands. As Chief Executive Officer of KZ Provisioning, she brings a proven record of aligning business performance with cultural excellence uniting leaders, athletes, and organizations under a shared vision of innovation and growth.



Bri Rosas

Before joining KZ Provisioning, Rosas serves as President and Co-Founder of Opus Sports Partners, a sports advisory firm that counsels ownership groups and executive teams across the domestic and international leagues. Through her work, she guided leaders in optimizing operations, strengthening organizational infrastructure, and advancing strategic initiatives designed to modernize and scale sports enterprises. A trailblazer in professional sports, Rosas was the first woman to lead both communications and broadcast departments for the NBA's Minnesota Timberwolves and the WNBA's Minnesota Lynx. In that role, she shaped the organization's public narrative, introduced top-tier draft talent, and united high-profile stakeholders through a pivotal ownership transition. Her leadership in high-stakes, high-visibility environments has earned her a reputation for clarity, strategic discipline, and the ability to navigate complexity with purpose. Rosas' experience also spans leadership roles with major consumer brands and media organizations. She has led sports business strategy for Fortune 500 companies, spearheaded brand and partnership strategies for Dairy Queen and Caribou Coffee, and drove brand strategy for Kobler and

Target. Rosas is known for her modern approach to executive leadership anchored in insight, precision, and adaptability. In 2024 she was recognized for her industry impact in the Business Journal's 40 Under 40, and she previously earned PR Daily's Top Women in Communications, and the MarCom Crisis Navigator Award. She is an active advocate for women in leadership and serves as a mentor through organizations including Girls Opportunity Alliance and She Runs It.

COMPANY BRIEF Founded in 2017 by James Beard award-winning Chefs Gavin Kaysen and Andrew Zimmern, KZ Provisioning (kzprovisioning.com) is a hospitality-centered, performance-driven culinary company transforming the way professional sports teams think about nutrition planning for their athletes, coaches, and team families. As the trusted culinary partner for teams in the NBA, NHL, and WNBA, KZ Provisioning delivers on-site meal programs designed for game readiness, recovery, endurance, injury prevention, and overall wellness. The KZ Provisioning team of chefs are on-site from preseason to the playoffs creating delicious snacks and meals in collaboration with the athletes, nutritionists, and coaches, packed with bioavailable nutrients that fuel athletes from rest days to game days. Exceptional hospitality means the coaches and team families also have access to customized, restaurant-quality mealtime options.

How do you define KZ Provisioning's mission?

KZ Provisioning was founded by renowned chefs and hospitality leaders Gavin Kaysen

and Andrew Zimmern on the belief that exceptional hospitality and nutrition can positively impact performance. Our mission is to help athletes and organizations perform at their highest level through the combination of hospitality, culinary excellence, and evidence-based nutrition.

Will you provide an overview of KZ Provisioning's services and capabilities?

KZ Provisioning delivers integrated food and nutrition solutions for professional sports teams, leagues, and elite athletes. Our services include daily team dining, game-day hospitality, family room experiences, athlete-specific meal planning, and private chef services.

What differentiates us is our integrated model, which combines world-class chefs with performance experts, including a dedicated sports dietitian who helps train our culinary teams and ensure our programs are grounded in the latest nutrition science. We believe the future of athlete care sits at the intersection of hospitality, performance, and personalization.

Where do you see the greatest opportunities for growth?

The greatest opportunity is helping organizations modernize athlete care. As teams continue to invest in performance, recovery, and longevity, nutrition and culinary services are becoming a more strategic priority. We see significant opportunities to support professional teams, leagues, training facilities, and elite athletes with a more personalized and integrated approach.

How important has it been for KZ Provisioning to build strong partnerships?

Partnerships are at the core of everything we do. Our early partnerships with the Timberwolves, Lynx and Wild helped establish KZ Provisioning's model and our understanding of what it

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takes to serve professional athletes at the highest level. Today, we work with forward-thinking franchises across the NBA, WNBA, NHL and MLB that view food not simply as a team amenity, but as an important part of performance optimization—and expect chefs who understand the science behind fueling, recovery and performance. That expectation continues to push us to evolve how we train our chefs, personalize our approach and serve today’s athlete. We are proud that athlete feedback consistently averages above 4.5 out of 5 in our client satisfaction surveys. The best results happen when chefs, nutritionists, medical staff, and team leadership work together. We view

ourselves as an extension of our clients’ organizations and invest heavily in building trust, collaboration, and long-term relationships.

Will you discuss KZ Provisioning’s commitment to philanthropy and to supporting the communities it serves?

We currently support the youth sports programs by sponsoring various prep programs. The intent is simple, “we cook for the pros of today and sponsor the pros of tomorrow.”

How do you focus your efforts leading KZ Provisioning?

I focus on three areas: people, partnerships, and innovation. My priority is building a

strong team, strengthening client relationships, and ensuring we continue to evolve alongside the changing needs of athletes and organizations. Success comes from staying close to our clients while continually raising the standard of service we provide.

What are your priorities for KZ Provisioning as you look to the future?

Our priorities are to deepen our impact, continue innovating, and expand thoughtfully. We want to help more organizations elevate athlete care through hospitality, nutrition, and performance-focused experiences while staying true to the personalized approach that defines our brand. ●



KZ Provisioning Chef Owners Gavin Kaysen and Andrew Zimmern