

Company: Synear Foods USA

Company Description: For nearly a decade, Synear has been a go-to for high-quality frozen Asian fare, bringing traditional recipes and premium ingredients to homes across the U.S. Their signature soup dumplings feature tender meat fillings wrapped in delicate skins, nestled in a savory broth — a quick, easy, and restaurant-quality meal that's ready in minutes.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Female Executive of the Year – Consumer Products – 11 to 2,500 Employees

Nomination Title: Judy Zhu - CEO



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:
3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 181 words used.

Judy Zhu, CEO of Synear Foods USA, has delivered remarkable results through strategic vision, unique innovation, and operational excellence. Since taking the helm, she has overseen a transformative era of growth for Synear, driving over 40% revenue growth in just three years and delivering the highest profitability in the company's history. She has built and nurtured high-impact partnerships with major retailers including Costco, Sam's Club, Albertson's, and H-Mart, strengthening national distribution and brand visibility.

A first-generation immigrant, Zhu's journey from a grocery store employee to CEO highlights her dedication. She obtained her MBA from the University of Southern California while serving as Synear's CEO, during which the company achieved record sales and profitability. Zhu consistently ensures high product quality, spearheads the launch of innovative items, and has expanded Synear's US facility, creating hundreds of jobs and significantly contributing to the community. Beyond corporate success, Zhu demonstrates a deep commitment to community service, regularly donating to the LA Food Bank and contributing products during the LA fires. She's also a champion of women's empowerment, breaking barriers and inspiring others at under 40.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 248 words used.

Judy Zhu has driven impactful growth and innovation at Synear, demonstrating exceptional leadership across all facets of the business. She orchestrated the national Costco launch of Pork Soup Dumplings, a significant breakthrough that required overcoming substantial regulatory, supply chain, and logistical hurdles. This success was so profound that Costco's CFO specifically cited the product's "strong momentum" in a Q1 2025 earnings call. This was swiftly followed by the introduction of over five new innovative items with Costco, including popular options like Wagyu Beef Soup Dumplings, Panda Buns, and Ube Dessert Dumplings, showcasing a keen ability to leverage cutting-edge R&D and meet evolving consumer demands.

Strategically, Judy led Synear Foods USA's Golden Ticket win from the 2024 Walmart Open Call. This prestigious honor was awarded to only seven manufacturers in California, underscoring Synear's exceptional standing in the industry. Under her leadership, Synear's plant also achieved and continues to maintain SQF Level 3 approval, demonstrating an unwavering commitment to the highest operational and quality standards. Furthermore, recognizing the importance of economic growth, she initiated a significant US facility expansion this past year, adding six new lines and four product categories. This project is projected to create approximately 300 to 400 new jobs in the San Fernando community, significantly contributing to local employment.

Beyond distribution, Zhu spearheaded innovative marketing campaigns—including roadshows, influencer partnerships, and PR initiatives—to elevate Synear's brand presence. In 2025 alone Synear has garnered national features in publications such as *AllRecipes*, *The Kitchn*, *Eat This Not That!* and more.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 16 words used.

<https://www.businessinsider.com/costco-says-shift-people-eating-at-home-more-not-out-2024-12>

<https://www.thekitchn.com/costco-synear-pork-soup-dumplings-review-23719084>

<https://www.eatthis.com/costco-panda-bao-buns-selling-out/>

<https://www.buzzfeed.com/brittneytrinh/asian-owned-food-and-drink-brands-2025>

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 228 words used.

Judy Zhu's achievements at Synear are uniquely significant due to their multifaceted impact and the challenging landscape in which they occurred. The national launch of Pork Soup Dumplings, specifically acknowledged by Costco's CFO, highlights not just market success but also a rare ability to navigate complex regulatory and logistical hurdles in the food industry – a feat many competitors struggle with, especially at a national scale. This success wasn't a one-off; it immediately led to the rapid introduction of five more innovative items with Costco, demonstrating an unparalleled responsiveness to market trends and R&D prowess compared to the often slower innovation cycles of other food manufacturers.

Her leadership in securing a Walmart Open Call Golden Ticket, awarded to only seven California manufacturers, underscores Synear's exceptional product quality and market readiness, setting them apart from numerous aspiring suppliers. Maintaining SQF Level 3 approval is a testament to an exceptionally high standard of operational excellence, a level not all food plants achieve or consistently uphold. Furthermore, spearheading a US facility expansion with the creation of 300-400 new jobs goes beyond typical business growth, demonstrating a significant commitment to local economic development rarely seen from individual leaders in this industry. Finally, the extensive national media features in 2025 reflect a highly effective and unique marketing strategy that transcends traditional distribution, showcasing an uncommon ability to build brand presence and consumer engagement.

Attachments/Videos/Links:

[Judy Zhu - CEO](#)



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