

## FEDERATED FOODSERVICE WELCOMES NEW MEMBER, L.A. EDLBECK

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January 17, 2007

Arlington Heights, IL - Federated Foodservice announces the addition of their newest member, L.A. Edlbeck Co., a Green Bay, Wisconsin distribution company. The third-generation, family-owned business does approximately \$50 million in sales annually.

Edlbeck vice president, Rich Rogals says, "We see foodservice – especially in convenience stores – as a competitive edge in the C-store environment." The company built a new freezer and is currently adding another in anticipation of a robust business in foodservice. "We chose to work with Federated because of their expertise in the foodservice arena, and their real enthusiasm for it. We also see an opportunity for potential savings through consolidation, that we can pass down to our customers."

The 75-year-old business sells tobacco, candy, and hot dogs, Latieri's Sandwiches, roller grill items. Edlbeck already sells the Federated-owned brand, Red & White, and has plans to tap the private brand expertise at Federated, particularly in coffee and pizza.

Ian Davis, Director of Specialty Channels at Federated Foodservice, says, "With our network of suppliers and our cross-market programs we look forward to a fruitful partnership all around." Davis says Edlbeck is doing 15% of their business in foodservice, at \$7.5 million in sales. "They are putting together a foodservice catalog that will help their end users get into the foodservice business," adds Davis.

Edlbeck Distribution is hosting a food show on April 4 at the KI Convention Center in downtown Green Bay, where suppliers will introduce new items and programs, many geared to C-store foodservice. Federated Foodservice is booked to give an informative seminar on C-store foodservice at the show.

*Federated Foodservice is a division of Federated Group, a privately owned, national sales and marketing firm and owner of several private brands. These include longstanding Red & White, HyTop, Parade and Better Valu brands. Newer brands include Lifemark, CuddleUps, Effortless Entrees and Prima Brite.*