

FEDERATED FOODSERVICE WELCOMES TWO NEW DISTRIBUTORS

CONTACT: Nancy Syversen
Marketing Manager
Federated Foodservice
Ph: 847-632-8291
nancy.syversen@fedgroup.com

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Arlington Heights, IL - Federated Foodservice extends a hearty welcome to Caddo Coffee & Café Supply Co., Inc of Shreveport, Louisiana, and Sullivan Wholesale Company, Inc of Shawnee, Oklahoma. They fill out Federated Foodservice's member roster to 120 distributors nationwide who provide goods to restaurants, schools, businesses and more.

Caddo, a Federated member since June, is a family-run operation that began providing restaurant and bar supplies to the Shreveport/Bossier City area 60 years ago. Today, with area tourism taking off, business is booming. From smallwares to paper, equipment and janitorial supplies, Caddo Coffee & Café Supply has access to manufacturers nationwide. Their credo is: If we don't have it, we'll help you get it.

The role of Federated Foodservice is to provide the kind of support, services, programs, access to private brand manufacturers and volume deals that will help Caddo take care of its customers even better in the coming years. Caddo's website is caddocoffee.com

Sullivan Wholesale, also a 3-generations old family business, concentrates on C-store and retail, with expansion into school foodservice and other various businesses throughout Oklahoma. Centrally located in Shawnee, Oklahoma, the company provides a wide selection of products and marketing programs – everything from automotive products to health and beauty, and from beverages to tobacco.

For Sullivan's school foodservice customers, they are careful to keep up with the latest in health and nutrition. "It's very important to ensure our children are getting more nutritional food while at school," says Mark Sullivan, president. "At the same time," he says, "more and more adults also want healthier alternatives at the workplace." To that end, the company has compiled a list of healthy snacks for businesses. The list can be found on sullivanwholesaleco.com on the school menu program page.

"We are proud to be affiliated with these two fine companies," states Federated Foodservice General Manager, Patti Pacella. She says their new Mid-East/South Sales Director, Larry Warner, has welcomed Caddo into the fold, while the Sullivans are working with the new Federated Director of Specialty Channels, Ian Davis. "At Federated, our focus is on foodservice," Pacella states. "The whole company is supporting our efforts to provide better programs and materials to every one of our members and suppliers."

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.

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