

FOR IMMEDIATE RELEASE

Fred Casavant Named 2010 Broker Rep of the Year

Favorite Foods, New Hampshire's only independently owned broadline foodservice distributor, awarded Fred Casavant of Pinnacle Food Sales & Marketing the 2010 "Broker Representative of the Year" Award during its Annual Food Show, held at the Regatta Room in Eliot, Maine.

The award was presented to the Representative who best exhibited the ability to successfully integrate various facets of the business, including sales, marketing, and customer service, while achieving organic growth as a result. Mr. Casavant represents over 28 different manufacturers to Favorite Foods and its customers.

"Fred brings a ton of enthusiasm and product knowledge to the table," said Julie Cole, VP of Marketing at Favorite Foods. "Trust is the most important part of any relationship, and Fred's hard work this past year has definitely earned the trust of our sales and marketing departments."

Incorporated in 1987, Favorite Foods is New Hampshire's only independently owned broadline food and paper distributor. Servicing the NH/ME seacoast, Concord and Manchester regions, and northern MA, Favorite Foods is proud to support the area's local Independent Restaurants. Through the creation of FIRA, the Favorite Independent Restaurant Association, Favorite Foods has established itself as a leading advocate for locally owned and independent restaurants.

For more information please contact Julie Cole; VP of Marketing at Favorite Foods.
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