

FOR IMMEDIATE RELEASE

Favorite Foods Receives Marketing Excellence Award

Golbon, America's Premier Foodservice Marketing Group, awarded Favorite Foods the 2007 "Golbon Marketing Excellence Award" during its Fall Partners Conference and Annual Awards, held at the Gaylord Palms Resort in Orlando, Florida.

The honor, created to recognize excellence and innovation in foodservice marketing, was awarded to the distributor who best demonstrated a true passion for helping both foodservice suppliers and foodservice operators achieve their shared goals of success.

"Miracle Grow, the theme that Favorite Foods chose for 2007, was very fitting for their objective of achieving sales growth with their supplier partners," said Dan Reading, Golbon VP of Marketing. "Their marketing pieces, newsletters, and focus on the customer are some of the marketing components that Favorite Foods excels at and has greatly contributed to their success."

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, 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; Director of Marketing at Favorite Foods.
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