

**FOR IMMEDIATE RELEASE**

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**FAVORITE FOODS BRINGS IN RESTAURANT EXPERT TO SPEAK TO  
INDEPENDENT RESTAURANTS**

**Somersworth, NH, May 1, 2008** -- Favorite Foods engaged nationally known restaurant consultant Bill Main to speak to their customers at a special event held on Tuesday, April 22nd at the Sheraton Portsmouth Harborside. The seminar, titled "The Price is Right", focused on menu design and engineering, low cost marketing ideas, and enhanced service and culinary trends that independent restaurant operators can use to succeed in today's tough market.

"The seminar was probably the best eye opening and informative experience I've had since I've been in the industry," stated Joe Blanchette, owner of the Remember When Diner in Rochester, NH. "The seminar was excellent - very helpful and informative," stated another attendee. "Mr. Main has a very nice method of presentation and I enjoyed the examples he offered."

Customers were surveyed prior to the seminar to gather their specific concerns and needs, and attendees received practical advice and tools for implementation that tied directly to their survey responses. In addition, attendees received a \$100 gift certificate to purchase other products or services from Main's company, Bill Main & Associates.

"We are extremely happy with the response we have received from our customers to this seminar. Ninety-eight percent of attendees surveyed stated the seminar was informative and stated they were provided with actionable advice that they could and would bring back to their operation," stated Julie Cole, Director of Marketing at Favorite Foods.

"Favorite Foods fully understands and has embraced the importance of bringing more of these types of educational opportunities to the market," continued Ms. Cole. "Our customers have indicated a desire to learn more about Menu Development, Value Propositions, and Marketing, and we look forward to putting together future seminars to support this."

**About Favorite Foods**

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.

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