



**Dave Myers of Favorite Foods, Inc named National Marketing Manager of the Year by Progressive Group Alliance**

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July 12, 2004 – Dave Myers, VP of Merchandising for Favorite Foods, Inc. of Somersworth NH has been named National Marketing Manager of the Year by Progressive Group Alliance, the umbrella group representing over 600 affiliated foodservice distributors from around the United States and abroad.

The award was announced at the 2<sup>nd</sup> Annual Progressive Group Alliance National Marketing Managers Symposium held in Nashville, TN, June 22<sup>nd</sup> and 23<sup>rd</sup>. Candidates were selected from Marketing Managers representing All Kitchens, Pocahontas Foods USA, Buonamici, Pleezing, and Bakery Distributors of America. Judging was completed by Progressive Group Alliance associates representing all of their buying groups.

The honor, created to recognize excellence and innovation in the foodservice marketing arena, was awarded to the Foodservice Marketing Manager who best demonstrated a true passion for helping both foodservice suppliers and foodservice operators achieve their shared goals of success. Among Favorite Foods' many accomplishments, FIRA, the Favorite Independent Restaurant Association, was noted as one of many important initiatives that Mr. Myers and Favorite Foods helped bring to fruition.

"It was with a great deal of pride that we were able to present the 2004 award to Dave Myers" stated Michael Johnson with Progressive Group Alliance. "Dave and Favorite Foods truly offer an exceptional and innovative food service industry marketing program."

*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. In addition to the Progressive Group Alliance award, Favorite Foods will also be honored later this month by the International Foodservice Distributors Association for excellence in Media Advertising.*

For more information on the Favorite Foods or FIRA, please contact Dave Myers, VP of Merchandising, Favorite Foods (603) 692-4990 ext 136.