



## Favorite Foods Receives Diamond Award from the International Food Distributors Association

July 20, 2004, Naples FL – Favorite Foods of Somersworth, NH received their 2nd Diamond Award in two years from the International Foodservice Distributors Association. The award, announced at this year's IFDA Sales & Marketing Conference in Naples FL, was presented to Favorite Foods for the excellence in Media Advertising. The piece specifically honored was their ad recently seen in Yankee Food Service and NH Hospitality entitled "What's Wrong with this Picture?"

"The message packs a wallop and highlights a primary challenge to independent restaurateurs—the continued gain of market share by chain restaurant operations" stated competition judge, Monica Bussolati of Bussolati Associates. Inc.

"As the founder of the Favorite Independent Restaurant Association (FIRA), which helps independents compete with chains in the New Hampshire and Maine seacoast region, Favorite Foods has clearly staked their claim to this segment. This ad extends the marketing strategy and clearly defines Favorite Foods as a company seeking and supporting only one type of customer, the independent."

*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 IFDA award, Favorite Foods was also recently honored with the Progressive Group Alliance National Marketing Award of Excellence.*

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



It's the sign. But it's not just the sign. It's who's on the sign, and who's not.

The message might assume that national chain restaurants are the only operators down this street. And the sad thing is that's true! The unique, local, independent restaurants that used to be here, with names like the 1955 Schwaninger, Emporium, the local Five Rivers, Memory Lane and the Two Rivers Pub, are all gone. And the blank space on the sign is more likely to be taken by one of the three additional national chain restaurants currently under construction in this or ten other towns in a new independent distribution.

It is more difficult than ever for independent restaurants to compete, and most foodservice distributors are contributing to the problem, covering their best programs, best pricing and best service for their national chain accounts. But at Favorite Foods, we are totally committed to helping to ensure the success of the independent restaurants in our area.

We're the ones behind FIRA, the Favorite Independent Restaurant Association, whose mission is to bring the levels of efficiency the national chains enjoy to our independent partners, while encouraging Consumers to "Help the Chains, and Let Small Local Thrive!"

So if you're an independent operator, or a supplier that shares our dedication to the survival and success of the independent restaurants in your area, give us a call. Our partnership will serve as the new sign of the street.

### FAVORITE FOODS, INC.

Serving New England's Favorite Restaurants!  
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