



## **Favorite Foods Named Best of Show at the International Food Distributors Association Annual Sales and Marketing Conference in Pasadena CA.**

---

November 17, 2003, Pasadena CA – Favorite Foods of Somersworth, NH was named Best of Show by the International Food Distributors Association. The award, announced at this year's IFDA Sales & Marketing Conference in Pasadena California, was presented to Favorite Foods for the creation of the Favorite Independent Restaurant Association.

"Favorite Foods entry was a favorite of the judges [because] it focused on solving a serious challenge to independent restaurants, namely competing with national chains," stated competition judge Dr. Richard George.



**President of Favorite Foods Jeff Bartsow (center), and his wife Renee join John Gray of IFDA during the Value-Ad Marketing Competition Reception**

FIRA, created by the marketing team at Favorite Foods, is a non-profit entity dedicated to helping local independent restaurants compete in a market dominated by national chain restaurants. Facilitated by Favorite Foods and made up of local independent restaurant owners, FIRA provides a forum by which the association members can meet to share ideas on best practices, contribute to and participate in advertising and marketing campaigns promoting local independent restaurants, and harness their collective buying power to negotiate competitive pricing from Favorite Foods Allied Vendors.

"The program is extremely forward thinking [and] underscores that a healthy independent restaurant segment is good business for everyone in the foodservice distribution channel," stated Dr. George.

*Incorporated in 1987, Favorite Foods is proud to serve as the NH Seacoast area's only locally owned broadline food and paper distributor. Servicing the NH seacoast, Concord, and Manchester regions, Favorite Foods is proud to support the area's local Independent Restaurants which provide locals and visitors alike the unique and charming dining experiences they enjoy. In addition to the IFDA award, Favorite Foods was also recently honored as the 2003 All Kitchens Distributor of the Year.*

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