



P.O. Box 698 321 East 5th Street Frederick, Maryland 21705-0698 301-663-3171 Fax 301-662-8397

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Contact: Carolyn Hetzer 301-663-3171, ext 227

70 Years of Growth & Innovation Recognized By Name Change for Independent Distributor

Today, a \$55 million full-line food distributor adopted a new name, **FoodPRO** in order to recognize the true nature of the company.

For more than 70 years, Frederick Produce Co., Inc. (FPC food service) had been providing excellent service and the freshest products to fine restaurants and eating establishments in the Mid-Atlantic Region. The company started as a fresh produce company but in 1951 expanded to become a full-line distributor. Today FoodPRO is the largest Independent Foodservice Distributor in the Washington-Baltimore Market

So, what's in a name? Plenty! While FoodPRO has been able to serve as the Primary Supplier for more than a half century; they found that because their name was Frederick Produce Company, many potential customers dismissed them as a niche market purveyor. Ed Furbee, FoodPRO president said, "We are very proud of our origins as a produce company, and of our community involvement. We felt it was necessary to change our name because we had outgrown it. It confused our customers as to who we really are. Some potential customers never gave Frederick Produce an opportunity to provide them with the meat, seafood, dry & frozen goods, coffee, dairy, disposables, chemicals & equipment we distribute!"

"When customers look past the name they learn that we are able to serve as their only supplier! They want to deal with a large company – as a Member of UniPro foodservice, we belong to the world's largest buying group." explained Rocky Rinehart, Vice President of Procurement. "They want National (not national distribution, but National Brand Products). We focus on National Brand Products, providing the consistent quality they desire & their customers recognize. They want the best pricing that our grower-direct purchasing & UniPRO buying power enables us to provide. They want selection – we offer tens of thousands of items. After visiting our warehouse and learning about the many programs available to them, customers are excited to try the FoodPRO difference."

Indeed, FoodPRO is known to many customers in the region as a better alternative to the publicly traded distribution conglomerates. In addition to being an employee-owned, ESOP company; FoodPRO has built a "Culture of Excellence." Every employee is acutely aware of the impact their performance has on customer satisfaction - which affects their future. This has resulted in a "perfect invoice" rate that exceeds the national average! Customer expectations are met because every employee is focused on excellence.

Kevin McAteer, Vice President of Sales shares the reason for the name change to FoodPRO by saying, "Because that is who we are and that is what YOU deserve – a Food Professional. Our name finally reflects the company we have been for many years. Our existing customers will continue to enjoy the same relationships and the same great service; and potential customers will now have a better understanding of who we are."