

## FoodPRO Announcement of Name Change

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The new logo acknowledges the past while illuminating the true nature of the company. The historical company colors of blue and green are used to highlight the fresh/quality approach customers enjoy. Emphasis is placed on PRO in FoodPRO by capitalizing all three letters. The name is further explained with the tag line “FoodPROgrams for FoodPROfessionals”

Some years ago, the company re-designed their fleet of delivery trucks. That design prominently displays a happy chef amidst a vast array of quality products. He also appears on the back door of the delivery truck as he offers a case of product to the viewer. In the corporate logo this same happy chef peers out from the last letter, reminding customers that we focus on the foodservice industry and providing a level of familiarity for the customer.

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A view of FoodPRO trucks at dock area.

Food Pro’s fleet of delivery vehicles highlight some of the National Brands we offer. The photo of the chef on the back door presents a memorable view for any driver following our truck! In order to provide continuity for our customers, the only change on our delivery vehicles is our corporate logo.

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