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FOR IMMEDIATE RELEASE

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Affinity Group, LLC Announces A Strategic Partnership with REV Foodservice

September 2015 – Affinity Group, LLC is pleased to announce the formation of a strategic partnership with **REV Foodservice**, an exciting new firm specializing in category management and performance optimization in the foodservice industry.

With this agreement, REV Foodservice has aligned with Affinity Group as its exclusive foodservice sales agency partner to support Affinity Group members and selected clients with driving business strategy and outcomes from highly effective category management and execution.

As part of this partnership, all seven independent regional foodservice sales agencies that comprise Affinity Group will actively engage REV Foodservice to provide category management services for foodservice manufacturers and distributors centered on the following:

- **Strategic Category Review** → Full category assessment, identify areas for action, size of prize benchmarks, and strategic recommendations
- **Drive Focus** → Leverage the suite of proprietary REV X™ tools to unlock the power of distributor data to create strategy, drive execution, and deliver outstanding results
- **Drive Action** → REV X™ delivers actionable sales plans for the right operators, the right products, and the right price
- **Measure Results** → Provide sales management and sales reps with benchmarking against predetermined goals for distributor, vendor, category, operator, and sales rep

Jim Hinderaker, Chairman of Affinity Group and President of Foodservice at Food Marketing Services, stated, “On behalf of Affinity Group, I am very excited that REV Foodservice has agreed to align with Affinity Group as their exclusive foodservice sales agency partner. We look forward to engaging with the experts at REV to help our clients and customers leverage all aspects of category management and the resulting insights to drive strong business results.”

Chris Behmer, Co-Founder of REV added, “We are very impressed with the strategic business model and go-to-market approach of Affinity Group. The strong desire of their member agencies to





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leverage business insights derived from category management to generate outstanding results aligns well with our approach at REV. We are delighted to enter this strategic relationship and look forward to having Affinity Group as our exclusive foodservice sales agency partner."

About REV Foodservice

With extensive experience in foodservice and with industry-leading Category Analytics and Programming, *REV Foodservice* provides Category Management Services for foodservice manufacturers and distributors. The services provided by *REV* include:

- *Cross Category Analysis and Size of Prize*
- *Category and Sales Execution Plans and Tools*
- *Customized Insights Solutions*
- *Performance Assessments*

For more information regarding *REV Foodservice*, please visit <http://www.revfoodservice.com> or contact Mr. Chris Behmer at (630) 235-3041 or chris.behmer@revfoodservice.com

About Affinity Group, LLC

Respecting the changing market dynamics within the foodservice industry, a select group of seven top regional sales agencies – which are identified on the next page – strategically aligned to form Affinity Group in February 2014.

Through shared values and highly effective collaboration, the independently-owned, regional sales agencies leverage best practices and their respective strengths to help clients and customers succeed with a choice of local, regional, or national market coverage. Within the unique model, Affinity Group offers the following core services:

- *Client Management Services*
- *Corporate Account Coverage*
- *Comprehensive Strategic Sales Planning Process*
- *Segment Sales Strategies*
- *Best-in-Class Culinary*
- *National, Regional and Local CRM Platforms*
- *Marketing and Customer Insights*

For more information regarding Affinity Group, please visit <http://www.AGfoodservice.com> or contact Mr. Jeff Bean, Affinity Group Vice President, Business and Client Development at (716) 712-2403 or jeff.bean@agfoodservice.com





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Affinity Group, LLC Coverage Map and Local Contacts



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- **Food Marketing Services** (www.fmserv.com): Jim Hinderaker at (262) 832-8300 or jhinderaker@fmserv.com
- **InFusion Sales Group** (www.infusionsg.com): Enzo Dentico at (716) 675-2944 or edentico@infusionsg.com
- **Michaels and Associates** (www.michaelsinc.com): Larry Brown at (734) 392-5966 or lbrown@michaelsinc.com
- **Osage Marketing** (www.osagemarketing.com): Larry Rector at (913) 649-1192 or lrector@osagemarketing.com
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