

FOR IMMEDIATE RELEASE:



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**INFUSION SALES GROUP PARTNERS WITH TWO ESTABLISHED SALES AGENCIES
TO CREATE COMPLETE NORTHEAST COVERAGE**

Depew, NY- InFusion Sales Group has announced an agreement to partner with two long-established food service sales agencies, ASA Eden & Tye and ASA ALL Virginia Food Service Brokers. The new partnership now extends InFusion's coverage to the entire Northeast, adding Maryland, Washington, D.C., Virginia and West Virginia.

"We are excited about completing the Northeast footprint with the addition of two great partners in Eden and Tye and All Virginia," says Enzo Dentico, regional president of the Upstate New York Division of InFusion. "We share the same desire to develop our business based on a growth strategy not exit plan."

ASA Eden & Tye, headquartered in Hanover, Maryland, has been servicing the food service community in Maryland, Washington, D.C., Delaware and Northern Virginia for 40 years, experiencing continual growth by focusing on matching the right operator with the right product to generate long-term loyalty.

ASA ALL Virginia Food Service Brokers, headquartered in Virginia Beach, Virginia, began trading in 1986, covering Virginia and West Virginia with significant yearly growth through a philosophy of local ownership positioned in each of their major markets.

The culture, vision and Go-To-Market Strategy of both companies are shared by InFusion which has become a dominant force in the industry with its concentration on locally managed markets fortified by added network resources.

“Our goals have been consistent throughout our growth,” explains John Vice, regional president of the Metro NY/Eastern PA Division of InFusion. “Our investments go into technology, training and infrastructure to provide a unified culture and common mission across our entire trading area,” adds Jim Donovan, regional president of the New England Division of InFusion.

Marc Eden, from ASA Eden & Tye, feels that InFusion’s values make for a strong partnership. “You can feel confident partnering with a company that has stable ownership, is financially strong and singularly focused on growing your business today and in the future.”

Walt Grizzard, of ALL Virginia, concurs. “InFusion is the perfect fit as we share the belief that local management with skin in the game is the key to successfully representing our manufacturer and distributor partners.”

The new partnership now empowers InFusion to manage a “Super Region” for any client. Its added volume covers approximately 23.5 percent of the total U.S. population and about 25 percent of the U.S. share of the food service dollar.

Fifty-three new associates are added to InFusion’s 138-member team. Active ownership at all levels along with operations unified in values, are the mainstays of the new partnership. Add to that state-of-the-art reporting and analytics as well as a passion for customer intimacy and the result is a highly integrated business across all markets.

InFusion succinctly summarizes their mission with its credo: combining regional strength with local expertise. This promise is primed to flourish through the development of the new partnership with its comprehensive market-by-market reach of the entire Northeast.



Combining regional strength with local expertise.

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