



## **ADVANTAGE WAYPOINT ACQUIRES INNOVATIVE FOODS IN HAWAII**

March 3, 2013 – Tampa, FL – Advantage Waypoint announces the acquisition of Innovative Foods in Honolulu, Hawaii. This acquisition supports the Advantage Waypoint strategy of continuously strengthening its leadership positions in every major market. The acquisition supports Advantage Waypoint’s focus of adding value through strategy integration, planning, and superior execution for all the foodservice channel participants: manufacturers, operators, and the distribution community.

As a major presence in the Hawaiian market, Innovative Foods represented leading brands to the foodservice market. Innovative covered the entire Hawaiian island group and have been providing services for more than 10 years. This acquisition continues to expand the Advantage Waypoint market depth in this market providing unequalled service to all of the Advantage Waypoint clients and customers.

Founder, Craig Nagano and his team will be a core resource for Advantage Waypoint and will continue to be an integral part of the organization; enhanced by the Advantage Waypoint technology, systems, processes and resources.

Bud Taylor, CEO of Advantage Waypoint stated; “The acquisition and integration of Innovative Foods into Advantage Waypoint expands our ability to serve all of our clients and customers in Hawaii, and throughout the National footprint. We are pleased to welcome them into the Advantage Waypoint system”.

Advantage Waypoint is the only national foodservice sales and marketing foodservice agency providing an ideal combination of talent, resources and experienced management across all fifty states. Advantage Waypoint continues to focus on adding and delivering value to the evolving foodservice industry and all of its channel participants.

###