



ADVANTAGE WAYPOINT WELCOMES KURT BILBAO NATIONAL DIRECTOR, NON-COMMERCIAL CHANNEL

August 22, 2012 – Advantage Waypoint is pleased to announce Kurt Bilbao as National Director, Non-Commercial. In this new position, Kurt will be responsible for strategy development and execution within the non-commercial segment for Advantage Waypoint. Kurt's ultimate responsibility is to provide innovative leadership to our team in order to maximize our clients' achievement of sales growth and business development within the non-commercial channel.

Tim Farno, Vice President Strategic Channels of Advantage Waypoint, added, "We are extremely excited by the broad manufacturer and non-commercial segment experience Kurt Bilbao adds to the Advantage Waypoint team. Kurt understands the importance of creating a fully integrated supply chain solution to drive success within the segment."

Most recently, Kurt was leading the non-commercial segment development for Awrey's Bakery at both national distribution partners and non-commercial customer headquarters. Prior to Awrey's, Kurt worked with Restaurant Link where he developed communication and compliance tactics for member operators of that GPO community. Kurt's background also includes the Director of Healthcare for Juice Tyme as well as over 16 years of experience in a variety of sales and management roles with Campbell Food Service Company.

Advantage Waypoint CEO, William (Bud) Taylor, added, "We are dedicated to providing our clients and customers with best in class service focused against strategic segments. The addition of Kurt Bilbao to our non-commercial team demonstrates our commitment to building the most influential and engaged national sales team available in the industry."

Advantage Waypoint, provides an ideal combination of talent, resources and experienced management to serve its client base and national accounts as well as its regional distribution partners. Advantage Waypoint is focused on delivering exceptional value to the evolving foodservice industry and was created to strategically align and better position brokers and their principal clients to successfully adapt to these changes.