



## **ADVANTAGE WAYPOINT ACQUIRES KENCO UTAH AND EXPANDS PACKAGING, EQUIPMENT AND SUPPLIES CAPABILITIES**

October 8, 2012 – Tampa, FL – Advantage Waypoint has announced the acquisition of Kenco Utah LLC. The acquisition supports the company’s focus of adding value through superior execution, strategy integration, and planning for all the foodservice channel participants: manufacturers, operators, and the distribution community.

This acquisition further strengthens the current Advantage Waypoint organization in Utah, increasing AWP’s market presence and penetration, and adding depth to an already strong team in the Packaging, Equipment and Supplies segment. According to Larry Silence, Division Vice President for Advantage Waypoint, “The acquisition of this company is an excellent fit as it continues to align our clients and customers and offer a much more attractive footprint option for our clients. “

Advantage Waypoint is the only national foodservice sales and marketing foodservice agency providing an ideal combination of talent, resources and experienced management and continues to make steady and substantial investments 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.

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