

## **Key Impact Sales & Systems Acquires Three Prominent Foodservice Sales and Marketing Agencies, Expanding Its Business throughout Central US**

*Key Impact Sales & Systems, Inc. (“KeyImpact”), the leading independent foodservice sales and marketing agency, announced today that it has acquired three prominent foodservice agencies: Elite Foodservice Specialists LLC, Thomas Food Marketing, LLC and R&R Creative Marketing, Inc. These acquisitions expand KeyImpact’s business with field sales coverage into Arkansas; Memphis, TN; Minnesota; North Dakota; South Dakota; Iowa; Nebraska; Kansas; St Louis, MO; and Western Missouri.*

Odenton, MD ([PRWEB](#)) August 12, 2013 -- “Elite Foodservice Specialists, Thomas Food Marketing and R&R Creative Marketing are perfect fits for KeyImpact, both culturally and strategically, making them natural choices for partnership as we continue to expand nationally,” states Dan Cassidy, President and CEO of KeyImpact. The acquisitions expand KeyImpact’s footprint to 43 states, covering 93% of the US population. More information on KeyImpact’s coverage can be found on its website: <http://www.kisales.com>.

Elite Foodservice Specialists LLC, formed in 2010, has six (6) offices across seven (7) states, including Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas and Western Missouri. Elite Foodservice Specialists’ Corporate Leadership Team consists of Shawn McAllister, Frank Stander, Roger Eilts, and Jim Peine. The team states: “We are excited at the prospect of joining the KeyImpact team. We look forward to the level of service we can provide to our clients and customers with the resources that this great organization has to offer.”

Thomas Food Marketing, LLC was founded in 1988 and covers the St. Louis, MO market from Eastern Missouri to Southern Illinois. Founder and President of Thomas Food Marketing, LLC, Tom Buegler, shares: “The foodservice brokerage business continues to evolve to a national footprint...I believe this decision will make us stronger and bring more opportunities for this company.”

R&R Creative Marketing, Inc. was formed in 2003, through a merger between R&R Food Service and Creative Marketing, covering Arkansas and Memphis, TN. Since 1977, R&R Creative Marketing has been a leader and innovator in the Arkansas marketplace. Robert Stafford, President of R&R Creative Marketing, Inc., and Melinda Stafford comment: “We are very excited to continue this forward thinking and success as we partner with the KeyImpact family.”

Dan Cassidy comments on the strategic nature of these acquisition choices: “All three of these agencies are progressive, possess an in-depth understanding of the markets they serve, strive for growth and focus on solutions for their clients, customers and employees. We are thrilled to have these companies, their leaders and their talented teams join the KeyImpact family.”

About KeyImpact: Formed in 2000, through the merger of Key Brokerage in New Jersey and Impact Sales in Maryland, KeyImpact has grown to become the largest independent foodservice sales and marketing agency in the United States. KeyImpact represents manufacturers of food, packaging and supplies, and provides sales and marketing services to distributors and operators across all segments of the foodservice trade channel. KeyImpact now employs over 750 associates in 43 states with industry expertise in sales, marketing, culinary, foodservice operations and distribution. Segments covered include: school foodservice, military CONUS and



OCONUS, college and university, healthcare, contract feeding, retail, deli, commercial chains and recreation. Additional information can be found at <http://www.kisales.com>



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