

## **Key Impact Sales & Systems, Inc. Continues Western Expansion via Acquisition of Morton and Associates, LLC.**

*Key Impact Sales & Systems, Inc. (“KeyImpact”), America’s leading independent foodservice sales and marketing agency, announced today that it has acquired Morton and Associates, LLC. of the Northwest. This is the latest development in KeyImpact’s commitment to advancing its national footprint.*

Odenton, MD ([PRWEB](#)) November 06, 2013 -- Morton and Associates, LLC. was established in 1976 by four partners, two of whom were Don Morton Sr. and Willetta Morton, and was later absorbed by the Mortons’ three children: Don Morton Jr., Dave Morton, and Donell Morton. Morton and Associates has two (2) offices and over 30 foodservice professionals across five (5) states: Washington, Oregon, Idaho, Montana and Alaska. Morton and Associates’ corporate team consists of the three siblings – Don Jr., Dave, and Donell – and combined they have over 76 years of experience in the foodservice industry.

Morton and Associates, LLC. covers the Northwestern market, encompassing over 4% of the total population of the United States. The acquisition expands KeyImpact's footprint to 47 states, covering 97% of the US population. More information on KeyImpact's coverage can be found on its website: [www.kisales.com](http://www.kisales.com).

Morton and Associates’ corporate team shares, “We believe that KeyImpact’s commitment of excellence to being a foodservice focused National Sales and Marketing Agency will strengthen our long-term dedication to the Northwest Foodservice Marketplace. This partnership will help us maintain our parents’ legacy as ‘The Idea People,’ as we continue to innovate and operate with the highest integrity.”

“Morton and Associates, LLC. is a premier agency in the Northwest market and KeyImpact is excited to welcome the entire team to our family,” states Dan Cassidy, President and CEO of KeyImpact. “Morton and Associates has assembled a team culture of experienced and skilled professionals striving for sales growth, and with three siblings fully engaged at the helm, we are certain that together we will continue to provide solutions to all of our partners.”

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 currently employs over 800 associates in 47 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 [www.kisales.com](http://www.kisales.com)



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