

## **Key Impact Sales & Systems, Inc. Completes CONUS Footprint with Acquisition of Institutional Sales, Inc. in Louisiana**

*Key Impact Sales & Systems, Inc. (“KeyImpact”), America’s largest, independent foodservice sales and marketing agency, announced today that it has acquired Institutional Sales, Inc., a prominent food broker in Louisiana. This acquisition marks KeyImpact’s completion of a geographical expansion to a Continental United States (CONUS) footprint.*

Odenton, MD ([PRWEB](#)) April 15, 2014 -- KeyImpact specializes in providing sales and marketing services to manufacturers, distributors and operators that provide consumers with prepared meals, both on premise and “on-the-go”. KeyImpact is unique in being the only national sales and marketing agency in the US that offers a purely foodservice-focused portfolio of products and services. Additional information about KeyImpact can be found at [www.kisales.com](http://www.kisales.com).

Institutional Sales President, Pete Campise, originally founded the company as Banner Institutional Sales in 1984, which was later renamed Institutional Sales, Inc. Pete Campise joins KeyImpact with over 38 years of experience and local relationships. Mr. Campise grew his company with long-time business partner and culinary expert, Glenna Rotonti, who retired in 2004. Pete Campise states, “Over the last 30 years, our entire team has taken great pride in assisting both our clients and customers in growing their business in the Louisiana marketplace. This merger with KeyImpact, with its many resources, allows us to move forward in that same tradition. I am very excited with this new partnership and will continue to lead our team as we strive to take our collective sales and service efforts to even higher levels.”

“We at KeyImpact are delighted to welcome Pete and all of Institutional Sales’ employees to the KeyImpact team. This acquisition is especially exciting as we complete our CONUS footprint and our journey to becoming a national foodservice sales and marketing agency,” adds Dan Cassidy, CEO of KeyImpact. “Institutional Sales brings market leadership and talent to our organization in this strategic foodservice market. This team’s knowledge, dedication and core values mirror ours here at KeyImpact. We are confident that our clients, customers and employees will all benefit from this valuable addition to our organization.” For more information on KeyImpact, visit [www.kisales.com](http://www.kisales.com).

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 as well as 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 49 states with industry expertise in sales, marketing, culinary, K-12, military, college and university, contract feeding, retailers, deli, national and regional commercial chains, recreation and distribution, as well as extensive product and category expertise.



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