

Key Impact Sales & Systems, Inc. Strengthens Footprint by Welcoming PacWest (“Pacific West Marketing”) Northern California Foodservice Brokerage

Key Impact Sales & Systems, Inc. (“KeyImpact”), America’s leading independent foodservice sales and marketing agency, announced today that SGS Marketing, Inc. dba PacWest (“Pacific West Marketing”) Foodservice Brokerage of Northern California has joined KeyImpact. This is the latest development in KeyImpact’s commitment to strengthening its Continental United States footprint.

Odenton, MD ([PRWEB](#)) September 30, 2014 -- Covering the Northern California and Northern Nevada markets, PacWest was founded in 1994 by Eloise Salwasser and Lynette Grice. Eloise and Lynette each have 32 years’ experience in the foodservice industry; Eloise currently leads the company as President and Lynette serves as Vice President.

Eloise shares, “After 20 successful years as an independent, local broker, Lynette and I, along with our PacWest team, are excited about our new partnership with KeyImpact. We feel that KeyImpact best mirrors our goal of being one of the leading foodservice brokers in Northern California.”

“We at KeyImpact are excited to welcome Eloise, Lynette, and the entire PacWest team to our family,” states Dan Cassidy, CEO of KeyImpact. “Culturally, PacWest is a terrific fit, as its knowledge, dedication and core values reflect ours here at KeyImpact. We are certain that our clients, customers, and employees will all benefit from this valuable addition to our organization.”

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, retail, deli, national and regional commercial chains, recreation and distribution as well as extensive product and category expertise. KeyImpact was ranked #1 out of all foodservice sales agencies in a G2M™ benchmarking study released in March 2014. Additional information about KeyImpact can be found at www.kisales.com.



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