



News from Schwan's Company

For more information, contact Schwan's Public Relations Department at 507.537.8550

Schwan's Food Service and KeyImpact Sales & Systems announce expanded business relationship

Collaboration will enable stronger focus on foodservice customer needs

(BLOOMINGTON, Minn. — May 8, 2017) Schwan's Food Service, Inc. and KeyImpact Sales & Systems, Inc. announced today an expanded business relationship to market and sell Schwan's Food Service's innovative foods and services to foodservice customers across the United States.

As a part of the new agreement, KeyImpact will represent Schwan's Food Service as the primary marketing and sales agent in most areas of the United States for sales to foodservice operators in schools, universities, healthcare facilities and chain restaurants. KeyImpact was already providing its services to Schwan's Food Service in the Northeast, Mid-Central and parts of the Southwest regions of the United States. That role will now expand to most areas of the country, including the West and Southeast regions.

The expanded relationship is already in process and will be finalized on May 29. Both firms are committed to ensuring a seamless transition for customers.

"We have developed a great relationship with KeyImpact, and we are excited about this expanded partnership," said Steve Kimm, vice president of sales for Schwan's Food Service. "We are confident this transition will simplify our business processes, enhance our execution and position us even better to help grow our customers' businesses through superior sales support and service for our foods."

Leaders with KeyImpact, a leading foodservice sales and marketing agency within the United States, said they are looking forward to expanding service throughout the country for foodservice operators who use Schwan's foods.

"KeyImpact has represented Schwan's in some capacity for many years now, and the cultural fit between the two companies provides the necessary framework for continued success," said Dan Cassidy, CEO at KeyImpact Sales & Systems. "We at KeyImpact are excited for this full footprint opportunity and look forward to growing the Schwan's business through our national platform, deep operator and distributor relationships, and industry expertise."

About KeyImpact Sales & Systems, Inc.

Formed in 2000 through the merger of Key Brokerage in New Jersey and Impact Sales in Maryland, KeyImpact has grown to become the leading 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 approximately 800 associates in 49 states with industry expertise in sales, marketing, culinary, K-12, military, college & university, contract feeding, retail, deli, national & regional commercial chains, recreation and distribution, as well as extensive product & category expertise. For more information, please visit www.kisales.com.

About Schwan's Food Service, Inc.

Schwan's Food Service, a subsidiary of Schwan's Company, markets value-added foods to public and private schools, universities, healthcare facilities, convenience stores and chain restaurants. Well-established product lines include pizza, Asian-style food, desserts and sandwiches. With strong brands like Big Daddy's®, Villa Prima®, Tony's®, Mrs. Smith's®, Minh®, and Beacon Street Café™, Schwan's Food Service is taking the lead in providing product innovation to operators who value quality and service. For more information, visit www.schwansfoodservice.com.

###