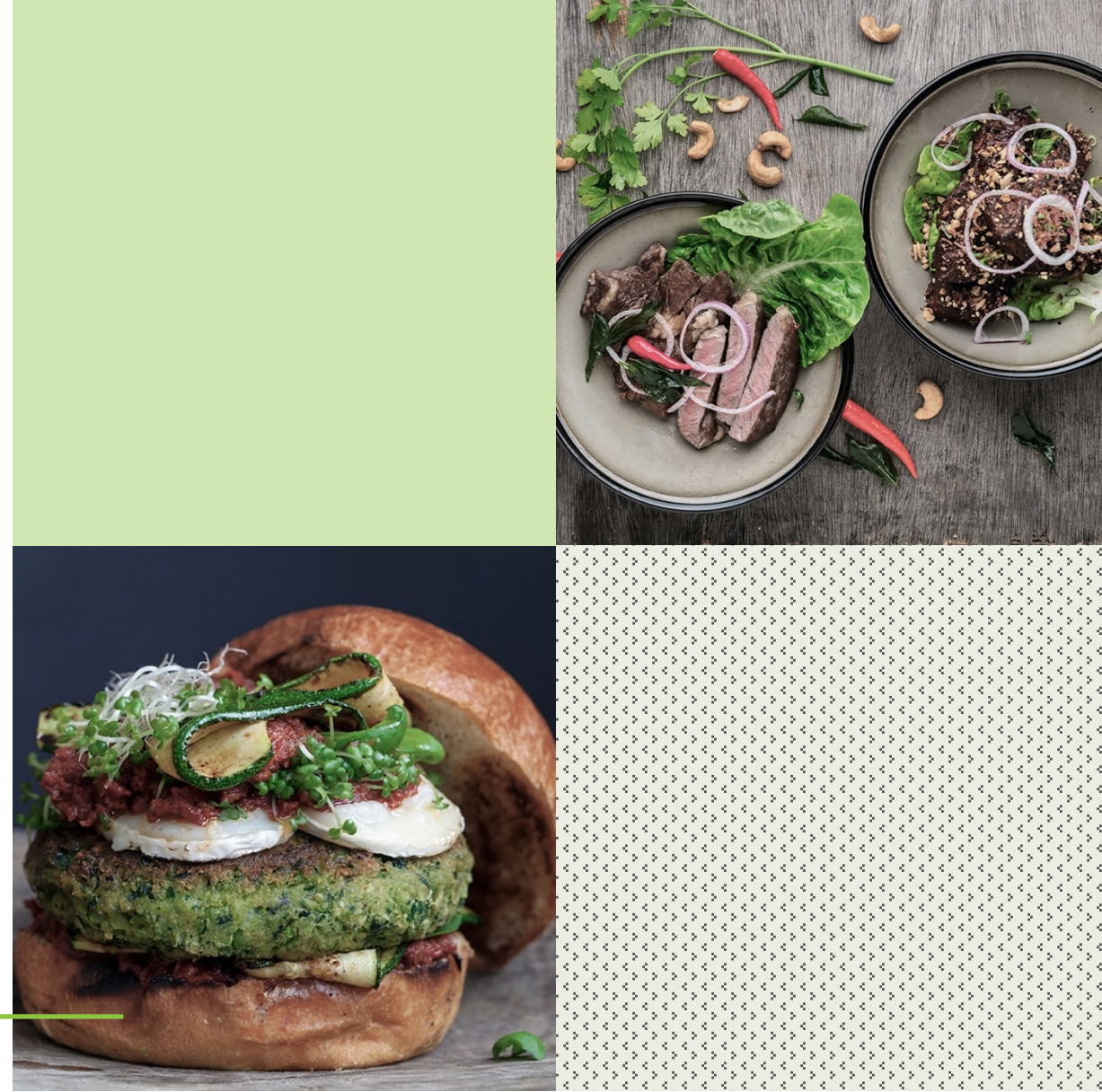




COVERING ALL YOUR MIDWEST BROKER NEEDS



WHY HIRE A BROKER

1 STORE AUDITS

* Due to COVID-19 precautions, we currently only perform store audits on a limited basis. There are stores that we hit more regularly than others with spot checks performed regularly at as many retailers as safety allows.

2 TRACKERS

We build and maintain trackers for client existing distribution and for any new business that's developed. Our account executives update them on a monthly basis. New business is updated and tracked immediately.

3 PRESENTATIONS

We make product presentations in sync with published category review schedules and are all virtual at this time. We are adept at digital presenting and facilitate in-depth training for buyers, department heads and store managers. We include clients in category review meetings and ensure all team members have access to files.

4 MERCHANDISING + AD PLANNING

Our team works hand-in-hand to help buyers understand what products will work and fit within their goals and brand. We leverage Merchandising and Ad Planning (MAAP) Solutions to exceed planning needs and retail goals.

5 MARKET DATA

We use a variety of syndicated market data and retailer score cards to aid with business decisions, based on performance standards in a product set. We identify opportunities to fill gaps within categories.

6 ON-GOING SUPPORT

From onboarding through continued growth, our highly-organized, detail-oriented professionals handle everything from processing orders and verify pricing to disputing deductions and client portal management.

WE GO BEYOND THE TYPICAL



We are full-service, Midwest-based food brokers.

J.W. Sales & Marketing specializes in natural, organic & specialty food and functional beverage brands, with Results Fresh focusing exclusively on the perishable market.

Our highly experienced and dedicated sales and merchandising teams work as an extension of a brand's sales force to market their products across the country for retailers and distributors.

Both companies represent a diverse portfolio of clients, many of which we have developed from fledgling brands to established industry leaders.



WHAT WE DO

- CLIENT MANAGEMENT
- RETAIL SERVICES
- FOCUSED MARKETS

CLIENT MANAGEMENT

After our detailed onboarding process, we offer resources and services to aid in your brand's continued development.

- New vendor setup
- Direct vendor communication
- New product contract submission
- Promotional calendar planning
- Client portal management
- Process orders
- EDI setup
- Price verification
- Dispute deductions to resolution





RETAIL SERVICES

We closely partner with our customers and clients to understand their company vision and goals so we can craft a growth-focused strategy.

- Resourcing merchandisers at the retail level
- In-depth training for buyers, department heads and store managers
- Oversight of inventories at outside warehouses as an alternative to Direct Store Delivery (DSD)
- Retail-specific solutions designed to exceed planning needs and retail goals
- Development and implementation of schematics to reflect the most current and viable product mix
- Use of syndicated market data to aid with business decisions based on performance standards in a product set

NATURAL, ORGANIC, SPECIALTY

J.W. Sales & Marketing represents leading and emerging food and functional beverage brands amongst a wide range of categories – from frozen to deli, center store and more!



CENTER STORE

- Baking
- Baby Food
- Canned Food
- Condiments, Oil & Vinegar
- Grains & Pasta
- Granola & Cereal Bars
- Eco-Friendly, Natural Cleaning & Household Products
- Meal Kits
- Natural Insect Repellent
- Sauces & Marinades
- Specialty Salts
- Specialty Snacks, Cookies & Crackers
- Spices & Seasonings

FRESH

- Bakery
- Charcuterie
- Produce
- Grab-n-Go
- Deli Meats
- Specialty Cheese
- Seafood
- Service Counter

REFRIGERATED

- Organic Cheese & Non-Dairy Cheese
- Cultured Dairy & Dairy-Free Yogurt
- Organic Milk
- Hummus
- Prepared Meals

FROZEN

- ABF & Organic Chicken
- Appetizers
- Bread
- Breakfast
- Desserts & Bakery
- Entrees
- Ethnic
- Fruit & Vegetables
- Handhelds/Convenience
- Ice Cream & Novelties
- Pizza
- Gluten Free & Meatless
- Pasta

FUNCTIONAL BEVERAGE

- Alternative Milks
- RTD Coffee
- Enhanced Water
- Energy/Sports Drink
- Wellness Shots
- Non-Dairy & Dairy Protein Drinks
- Kombucha
- RTD Tea's – Herbal Tonics
- Prebiotic Sodas

PERISHABLE FOCUS

At Results Fresh, we are always focused on successfully launching new perishable products and helping to reduce and eliminate roadblocks in building sales.

Our experienced in-house Chef is available to assist with presentations and trade shows, preparing fresh samples where your products are in the spotlight.



FRESH

- Bakery
- Charcuterie
- Produce
- Grab-n-Go
- Deli Meats
- Specialty Cheese
- Seafood
- Service Counter

FROZEN

- ABF & Organic Chicken
- Appetizers
- Bread
- Desserts & Bakery
- Entrees
- Ethnic
- Handhelds/Convenience
- Ice Cream & Novelties
- Pizza
- Gluten Free & Meatless
- Pasta

REFRIGERATED

- Organic Cheese & Non-Dairy Cheese
- Cultured Dairy & Dairy-Free Yogurt
- Organic Milk
- Hummus
- Prepared Meals

FOOD SERVICE

- Retailer foodservice solutions
- Client-specific industrial sales
- White tablecloth sales opportunities
- Chain and DSD restaurant sales opportunities



HOW WE DO IT

- DATA-DRIVEN STRATEGIES
- PROFESSIONAL APPROACH
- RELATIONSHIP FOCUS

SMART, DATA-BACKED DECISIONS

We have exclusive access to syndicated market data and detailed information on product categories that only vendors and manufacturers are privy to.

Consequently, we can provide well-informed, data-backed insights and solutions with the goal of driving sales and enhancing market value.

	%ACV Reach	# of Stores Selling	Dollar Sales	Chg YrAgo	Unit Sales	Unit Sales %	Chg YrAgo	Unit Sales Per Store	Unit Sales Per Store	Dollars Per Pt	Average Price	Avg Weekly ACV Wtd Dist	Avg Weekly ACV Wtd Dist Chg YrAgo
ABSCO Acme Div TA	86.7	146	\$139.00	-42.6%	31	-43.6%	\$	83	20	\$144.79	\$4.48	1.0	-1.0
ABSCO Denver Div TA	84.9	104	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-0.6
ABSCO Eastern Div TA	64.1	67	\$36.00	0.0%	6	0.0%	\$	32	5	\$36.00	\$6.00	1.0	1.0
ABSCO Haggen Div TA			\$2,433.00	-59.8%	428	-57.7%	\$	229	40	\$14.79	\$5.68	66.6	43.1
ABSCO Houston Div TA			\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-0.6
ABSCO Intermountain Div TA	83.4	66	\$1,039.00	-11.2%	180	-15.5%	\$	190	33	\$167.58	\$5.77	3.7	0.3
ABSCO Jewel Div TA	74.7	127	\$15,334.00	128.5%	3162	126.2%	\$	112	23	\$210.31	\$4.85	21.4	9.8
ABSCO Nor Cal Div TA	81.5	196	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
ABSCO Portland Div TA	97.0	139	\$90,136.00	111.4%	15834	131.4%	\$	686	119	\$171.05	\$5.69	45.1	73.1
ABSCO Seattle Div TA	94.9	183	\$132,090.00	140.2%	22062	120.7%	\$	795	133	\$448.17	\$5.99	51.3	62.1
ABSCO Shaws Div TA	10.1	9	\$104,245.00	12.2%	19261	9.5%	\$	1,000	182	\$516.24	\$5.41	49.7	-6.2
ABSCO So Cal Div TA	94.7	330	\$47,545.00	-76.5%	7765	-80.0%	\$	805	123	\$395.15	\$6.12	11.7	-82.9
ABSCO Southern Div TA	75.2	120	\$198.00	266.7%	22	266.7%	\$	156	17	\$157.14	\$9.00	1.3	0.1
ABSCO Southwest Div TA	75.9	147	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
ABSCO United Div TA	61.2	48	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Bashas Total TA	54.2	58	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
BI-LO Total Regions TA	14.2	19	\$8,581.00	-2.4%	1271	-2.5%	\$	159	24	\$59.58	\$6.75	9.5	-1.2
Brookshires Total TA	37.1	51	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Giant Eagle Total TA	72.5	130	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Hannaford Total TA	97.1	172	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Hy-Vee Total TA	14.7	35	\$166,498.00	35.0%	23083	30.8%	\$	1,103	153	\$637.22	\$7.21	50.3	17.2
Kings Super Market Total TA	97.7	24	\$96.00	-87.2%	16	-87.2%	\$	23	4	\$5.81	\$6.00	4.4	-7.7
Kroger Atlanta			\$182,441.00	282.1%	37962	262.9%	\$	1,117	232	\$535.88	\$4.81	57.8	60.3
Kroger Banner			\$1,210,268.00	298.2%	251503	286.9%	\$	1,153	240	\$4,105.11	\$4.81	54.8	55.4
Kroger Dillon			\$35,211.00	302.4%	7580	296.0%	\$	543	117	\$130.83	\$4.65	45.9	33.2
Kroger Fred Meyer			\$280,351.00	386.1%	47737	367.2%	\$	2,359	402	\$745.24	\$5.87	71.6	102.3
Kroger Fry's			\$192,396.00	0.0%	31978	475.0%	\$	1,910	317	\$667.83	\$6.02	53.0	88.3
Kroger Harris Teeter			\$189.00	0.0%	21	0.0%	\$	189	21	\$227.71	\$9.00	0.5	0.8
Kroger King Soopers			\$433,045.00	20.7%	88782	21.6%	\$	3,312	679	\$1,110.00	\$4.88	76.8	37.5
Kroger QFC Corp			\$80,535.00	293.7%	13711	286.1%	\$	1,558	265	\$241.99	\$5.87	57.4	84.0
Kroger Ralph's			\$350,883.00	317.5%	72001	307.8%	\$	1,965	403	\$1,163.37	\$4.87	71.9	39.3
Kroger Roundy's			\$295,870.00	-0.3%	50012	-3.7%	\$	2,205	371	\$888.15	\$5.92	72.0	30.7
Kroger Smith's			\$129,928.00	0.0%	27430	0.0%	\$	1,306	277	\$465.83	\$4.74	52.9	100.1
KVAT Food City TA	50.9	57	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-1.3
Lowes Food Banner Total TA	85.1	59	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Lucky Total TA	99.1	68	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Meijer Total TA	98.6	229	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Price Chopper Total TA	28.1	37	\$19,075.00	-83.1%	3215	-83.0%	\$	208	35	\$111.86	\$5.93	14.1	-80.9
Publix Total TA	71.3	794	\$2,051.00	0.0%	600	0.0%	\$	828	242	\$10,255.90	\$3.42	0.1	0.1
Ralays Corp TA	94.5	106	\$12,277.00	-91.7%	4014	-85.5%	\$	162	49	\$50.18	\$3.06	12.6	-146.1
Save Mart Banner Total TA	57.6	43	\$31.00	-80.6%	6	-81.2%	\$	19	4	\$15.82	\$5.17	0.9	-0.8
Schnucks Total TA	6.4	5	\$50,398.00	10.1%	8426	3.2%	\$	1,066	178	\$207.86	\$5.98	23.0	-3.0
SpartanNash TTL Wholesale & Retail TA	16.2	96	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Stater Bros Total TA	38.9	58	\$869.00	-49.1%	174	-49.1%	\$	31	6	\$53.51	\$4.99	2.2	-1.6
Stop & Shop TA	90.7	185	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Tops Total TA	3.6	5	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Wakefern Total TA			\$200,097.00	5.9%	35746	3.1%	\$	1,338	237	\$923.25	\$5.60	45.2	-0.4
Wegmans Total TA	95.5	86	\$0.00	-100.0%	0	-100.0%	\$	-	0	\$0.00	\$0.00	0.0	-3.8
Weis Total TA	2.1	5	\$6,131.00	383.9%	888	355.4%	\$	48	7	\$95.08	\$6.90	8.8	-0.2
Winn-Dixie Total Regions TA	21.6	96	\$87,755.00	14.1%	12717	14.0%	\$	387	56	\$481.38	\$6.90	20.2	3.1

KEY DISTRIBUTOR REPORTING



Our proprietary Key Distributor Reports track:

- Points of Distribution
- Distribution Center
- Item Ranking
- Store Ranking
- Category Ranking

enabling us to pin-point opportunities for growth.

LIPARI FOODS LLC.
Sales History Report
From: 01-01-2020 TO: 11-06-2020 [Compared To] From: 01-01-2019 TO: 11-06-2019

Vendor No	Item No	Item Description	Brand	Pack Size	2020 Net Cases Shp	2019 Net Cases Shp	Diff. Net Cases Shp
3976	275124	EVERYTHING BAGEL SHIPPER	SPICE HUNTER	48 2.3 OZ	17.00	.00	17.00
3976	702727	SPICE BAKING VARIETY SHIPPER	SPICE HUNTER	48 SHIPPER	18.83	7.00	11.83
3976	708133	SPICE PEPPER WHITE GRD MUNTOCK	SPICE HUNTER	6 2.1 OZ	97.17	66.00	31.17

Vendor No	Item No	Item Description	Brand	Pack Size	2020 Net Cases Shp	2019 Net Cases Shp	Diff. Net Cases Shp
3976	710207	SPI					
3976	712723	SPI					
3976	712961	SPI					
3976	714440	SPI					
3976	717228	SPI					
3976	717245	SPI					
3976	717262	SPI					
3976	717670	SPI					
3976	719999	SPI					
3976	721461	SPI					
3976	722158	SPI					
3976	722838	SPI					
3976	723739	SPI					
3976	727428	SPI					
3976	727445	SPI					
3976	727462	SPI					
3976	727598	SEA					
3976	727615	SPI					
3976	728210	SPI					
3976	728227	SPI					
3976	728244	SPI					
3976	732120	SPI					
3976	734704	SPI					

Month: 2020(12)
 Brand Name: (All)

HEADQUARTERS TRACKING AT KEHE
BRAND NAME HERE

	% of Business	Sum of CurrentYearQTY	Sum of PriorYearQTY	Sum of CurrentYearCost	Sum of PriorYearCost	Sum of % Chg Dollars
⊖ AUR	0.23%	108	0	\$559.44	\$0.00	100.00%
⊖ MONTERREY PROVISION	100.00%	108	0	\$559.44	\$0.00	100.00%
⊖ BLO	13.83%	10724	7006	\$33,377.38	\$22,939.90	45.50%
⊖ FRESH THYME	78.76%	6944	6698	\$26,287.11	\$22,031.56	19.32%
⊖ GREAT LAKES INDEPENDENT	19.06%	3578	16	\$6,361.70	\$56.64	11131.81%
⊖ NATURAL FOOD STORES	1.40%	132	120	\$466.19	\$361.28	29.04%
⊖ INFRA	0.79%	72	64	\$262.38	\$196.20	33.73%
⊖ NATURAL STORES	0.00%	0	108	\$0.00	\$294.22	-100.00%
⊖ CHN	2.15%	1002	0	\$5,190.36	\$0.00	100.00%
⊖ MONTERREY PROVISION	98.20%	984	0	\$5,097.12	\$0.00	100.00%
⊖ NATURAL STORES	1.80%	18	0	\$93.24	\$0.00	100.00%
⊖ DGV	0.17%	78	0	\$404.04	\$0.00	100.00%
⊖ MONTERREY PROVISION	100.00%	78	0	\$404.04	\$0.00	100.00%
⊖ EMD	2.14%	2172	0	\$5,165.55	\$0.00	100.00%
⊖ NORTH EAST INDEPENDENT	61.96%	1680	0	\$3,200.57	\$0.00	100.00%
⊖ INFRA	18.81%	240	0	\$971.82	\$0.00	100.00%
⊖ KEHE DIRECT	12.74%	160	0	\$658.15	\$0.00	100.00%
⊖ NATURAL STORES	3.60%	48	0	\$186.14	\$0.00	100.00%
⊖ CNP - NATURAL FOOD STORES	2.47%	32	0	\$127.52	\$0.00	100.00%
⊖ PENN-KRAFT	0.41%	12	0	\$21.35	\$0.00	100.00%
⊖ FMD	1.75%	968	944	\$4,217.57	\$3,156.17	33.63%
⊖ NATURAL STORES	25.64%	204	184	\$1,081.40	\$846.36	27.77%
⊖ BUY FOR LESS	19.88%	192	328	\$838.43	\$1,055.64	-20.58%
⊖ MONTERREY PROVISION	17.69%	144	0	\$745.92	\$0.00	100.00%
⊖ ASSOCIATED GROCERS	10.14%	152	116	\$427.87	\$352.45	21.40%
⊖ CNP - NATURAL FOOD STORES	8.92%	96	116	\$376.26	\$338.00	11.32%
⊖ INFRA	6.27%	64	80	\$264.26	\$257.28	2.71%
⊖ AFFILIATED	6.22%	64	32	\$262.15	\$107.04	144.91%
⊖ SOUTH WEST INDEPENDENT	5.25%	52	64	\$221.28	\$149.08	48.43%
⊖ OTHER CUSTOMERS	0.00%	0	12	\$0.00	\$25.16	-100.00%
⊖ FOOD GIANT	0.00%	0	12	\$0.00	\$25.16	-100.00%
⊖ FTL	0.00%	0	180	\$0.00	\$1,103.71	-100.00%
⊖ LHV	0.00%	0	344	\$0.00	\$1,098.60	-100.00%
⊖ NCA	69.37%	41861	39172	\$167,483.81	\$136,048.49	23.11%
⊖ ROM	10.07%	7476	8581	\$24,316.98	\$26,605.77	-8.60%
⊖ STA	0.29%	144	108	\$703.19	\$398.62	76.41%
Grand Totals	100.00%	64533	56335	\$241,418.32	\$191,351.26	26.17%

ORGANIZATIONAL PARTNERS



ACTIVE MEMBER SINCE 2013

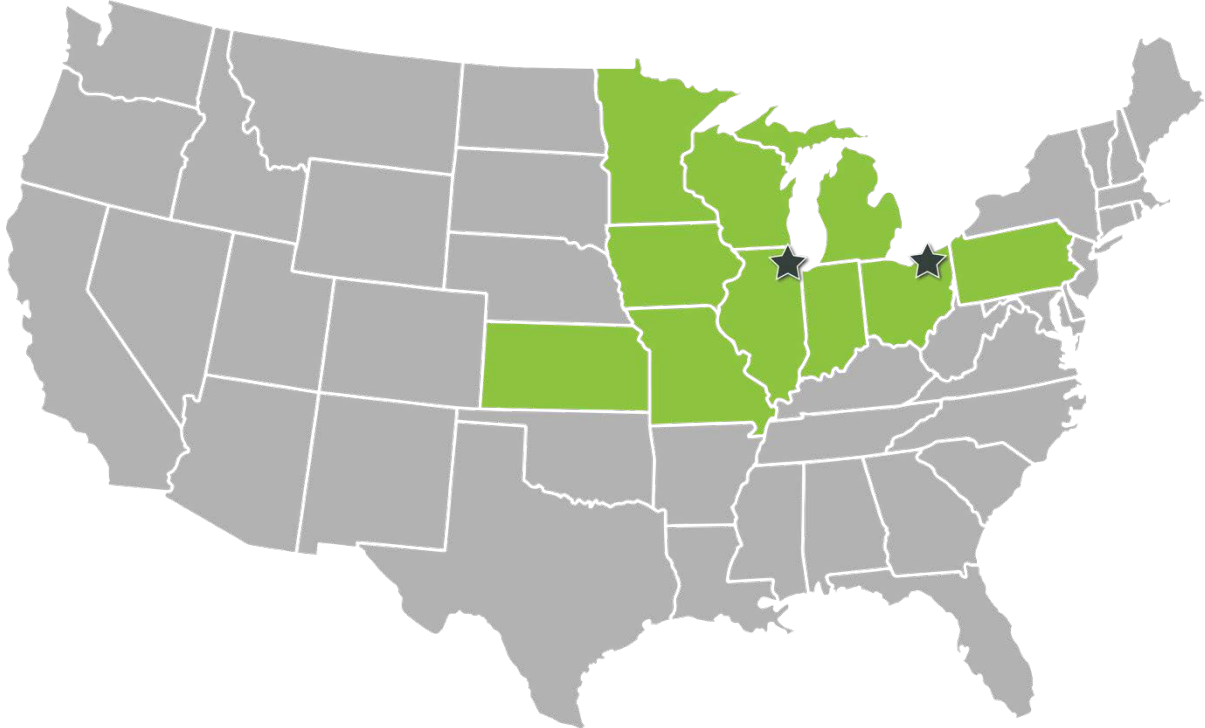


ACTIVE PARTICIPANTS SINCE 2013



DEDICATED TEAM

Covering all major retailers and distributors throughout the Midwest, we continually monitor and evolve with the trends of the food market and the changes within.





WHO WE ARE

- LEADERSHIP
- COVERAGE TEAMS

LEADERSHIP



JEFF WEISBERG
CEO/Founder



JOE CASSIN
President



GRIFFEN WEISBERG
Vice President, Sales



LORI SOKOLSKY
Vice President, Operations



IRV FLANGEL
Vice President,
Foodservice + Development



LOGAN WEISBERG
Business Operations Manager



KEITH LUDWIG
Director of Business
Development



VANESSA HERNANDEZ
Administrative Director of
Perishable

ILLINOIS COVERAGE TEAM

DISTRIBUTORS



RETAILERS



- JOE CASSIN
- FRANK FEITER
- RON DOMIN
- LISA FINNEGAN
- IRV FLANGEL
- MIKE SOLARI
- JOAN DURANTE
- MARY SCHMIEDER

INDIANA COVERAGE TEAM

DISTRIBUTORS



RETAILERS



- LISA FINNEGAN
- PHIL PAXSON

MINNESOTA + IOWA COVERAGE TEAM

DISTRIBUTORS



RETAILERS



- BRIAN YOKOM
- MATT CLAPPER
- HOLLY SCHMITZ
- KEITH LUDWIG
- MEGAN LOHMANN

WISCONSIN COVERAGE TEAM

DISTRIBUTORS



RETAILERS



- JOE CASSIN
- LAURIE GRAMZ
- ED TALBOTT
- HOLLY SCHMITZ
- MATT CLAPPER
- CHUCK BATH
- KEITH LUDWIG
- TOM DICAMELLI
- DAVE STEPHENS

MICHIGAN COVERAGE TEAM

DISTRIBUTORS



RETAILERS



- KEITH LUDWIG
- MIKE BROWN
- JONI MAY
- JEFF WEISBERG
- REBECCA LUDWIG

OHIO + PENNSYLVANIA COVERAGE TEAM

DISTRIBUTORS



RETAILERS



- JEFF WEISBERG
- JOE CASSIN
- GRIFFEN WEISBERG
- LOGAN WEISBERG
- KEVIN MCLONIS
- TIM DOLSON
- KEITH KNAUS
- LARRY KENNY

MISSOURI + KANSAS COVERAGE TEAM

DISTRIBUTORS



RETAILERS



- CHRIS POHLMAN
- MEGAN LOHMANN



THANK YOU

JEFF WEISBERG

CEO/Founder

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M 216.798.9394

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JOE CASSIN

President

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