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**INTRODUCING E S FOODS:  
COMPANY ANNOUNCES NAME CHANGE, FORMERLY EAST SIDE ENTREES  
New Name, New Look, Same Company Dedicated to Feeding Children**

**Woodbury, New York, February 25, 2010** – Today, East Side Entrees of New York announced its name change to E S Foods. Despite its new name, new look, and new website, it's still the same principal-owned company that has been a major supplier of nutritious food products to school systems throughout the U.S. for more than a decade. The company's mission remains unchanged: to provide nutritious, value-added "kid-friendly" foods for America's school children.

E S Foods will continue to develop innovative products that emphasize portability, convenience, and nutrition. As their new logo tagline says, E S Foods is committed to "nourishing our future." To do so, they will focus on providing solutions for classroom breakfast, alternate site and summer feeding, and after-school meal programs.

Headquartered in Woodbury, New York, the company was founded in 1998 by C.E.O. Gary Davis. It has grown to offer a full complement of frozen foods, after-school and summer meals, shelf-stable milk – and its fastest growing brand – Breakfast BREAKS. From its initial beginning, the criteria that have guided successful product development are that its products must be: "kid-friendly" *and* nutritious, help increase participation in school programs, and be cost-effective and convenient to serve.

Why the name change? E S Foods' Davis explains, "The word '*entrees*' connotes to many people the idea of a main course item. We are the leaders in 'grab 'n go' breakfast, in addition to offering entrees, and we also offer snacks, complete lunch packs, and shelf-stable milk – all with the idea of portability in mind for today's fast-paced lifestyles. We know that in today's environment, we need to help bring the food to the children, not expect them to come to the food."

What ten years ago was a nation where kids ate in the school cafeteria has evolved to additional service needs – classroom breakfasts, after-school meals, satellite summer feeding – all ways to bring food to the kids. "We are devoted to becoming a resource to foodservice directors, to offer solutions to challenging issues facing school and community foodservice programs today," says Jeff Rowe, C.O.O. of E S Foods. "So our company and our new website focus on solutions: breakfast solutions, school foodservice solutions, and community foodservice solutions."

Breakfast remains a priority for E S Foods because of the millions of hungry children who do not get an adequate breakfast each day. E S Foods' solutions can help reach more children with convenient, nutritious breakfast meals containing whole grain cereals, 100% fruit servings, and nutritious snacks.

"We believe increasing participation in the School Breakfast Program is a way to really make a difference in our society," says Davis. Research has shown that kids who eat breakfast have better overall behavior and do better in school. Breakfast is even an answer to fighting childhood obesity.

In 2006, E S Foods was the founding organization behind the non-profit *got breakfast?*® Foundation. The foundation works to ensure that every child, regardless of background, starts

the day with a nutritious breakfast in order to learn, grow, and develop to his or her fullest potential. This month the foundation awarded eight Silent Hero Grants to schools to help increase participation in the School Breakfast Program. The winners were each awarded a grant ranging from \$2,500 to \$10,000 to implement classroom breakfast programs.

For more information about E S Foods, visit its new website at [www.esfoods.com](http://www.esfoods.com).

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