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CELEBRATING 20 YEARS OF SCHOOL FOODSERVICE INNOVATION

Woodbury, NY, March 7, 2018 – Known for its innovative school foodservice products, including its grab-&-go flagship brand Breakfast BREAKS, E S Foods is kicking off its celebration of 20 years of school foodservice innovation this National School Breakfast Week, March 5-9.

In 1998, three foodservice executives – Gary Davis, Jeff Rowe, and Amy Josephson – started East Side Entrees in Woodbury, New York, where they introduced several frozen pasta and pizza entrees. Today, these three individuals remain at the helm, now E S Foods, where they continue to be a leader in providing kid-friendly, nutritious foods to thousands of school systems across the U.S.

The company was at the forefront of the grab-&-go concept and created the category of Classroom Breakfast with the introduction of its portable, convenient Breakfast BREAKS in 2005 – now available in more than 20 varieties. Today E S Foods covers all day parts, including breakfast, lunch, snack, afterschool, and summer feeding. Over 100 products comprise their product categories of shelf-stable, frozen entrees, smart snacks and protein innovations.

“One of our company’s priorities has been to help increase participation in the underutilized School Breakfast Program,” says founder and CEO Gary Davis. “There are millions of school children who are eligible for free or reduced priced breakfasts but go to school each day without making use of the federally funded program – and without proper nourishment these kids are unable to concentrate in school. By addressing obstacles such as time and cafeteria staffing, we introduced aseptic milk and grab-&-go breakfasts to serve in the classroom.” E S Foods also launched the *got breakfast? Foundation* in 2008 that has supported grants, research, and publicity to help feed hungry children.

“We have solutions for all school breakfast needs, whether it be for grab-&-go, classroom breakfast, or hot breakfast entrees,” says Amy Josephson, Vice President of Marketing for E S Foods. “By listening to our clients, we’ve always been ahead of the curve in terms of innovative product introductions.”

First it was shelf-stable milk with license agreements in 2002-2004 to use SpongeBob Squarepants, Spiderman, and Scooby-Doo. In 2005 the company introduced its popular grab-&-go Breakfast BREAKS, followed in 2006 with Meal BREAKS.

“When customers requested more hot breakfast entrée options, we continued to innovate by offering our Pancake Sandwich, Guavalitos and Cinnamon Twists,” says Josephson.

“We have always focused on providing nutritious foods, so we were using whole grains well before it was a requirement,” she adds.

Popular staples such as Macaroni & Cheese are now joined by new products like hand-held Pinwheels to fill the need for more homestyle menu items. “The key to our

product innovations has been our foodservice clients – we value their input and focus on solutions to their foodservice challenges,” says Jeff Rowe, E S Foods President and COO. “That’s what lead us to develop grab-&-go meals, swap juice boxes for pouches and increase protein options.”

While the three principals remain, and the same office staff has been in place for over a decade, E S Foods’ positive continued growth and expansion has resulted in new changes at the executive level this past year. In August 2017, the company welcomed Thomas Ferris as Senior Vice President of Sales, and in December 2017, Scott Benne to the newly created position of Vice President of Business Development. The sales staff was recently expanded with the addition of Stephanie Johnson and Vinny Giacinto,

Headquartered in Woodbury, New York, E S Foods is dedicated to providing nutritious, “kid-friendly” foods for America’s school children. For more information, visit www.esfoods.com.

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