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FOR IMMEDIATE RELEASE

**E S FOODS NAMES AFFINITY GROUP  
AS NATIONAL SALES AND MARKETING AGENCY**

**Woodbury, NY, July 9, 2018** – E S Foods is pleased to announce that Affinity Group has been appointed as the company’s new national sales and marketing agency (excluding NC, SC, GA, and the greater Metro NY markets), effective July 1, 2018. Affinity Group will expand its current role as E S Foods’ broker in specific markets to allow the company to have a more centralized sales and marketing support and product execution model.

“This new strategy will enable E S Foods to have greater alignment, streamlined communication and stronger collaboration nationwide,” says Tom Ferris, E S Foods Senior VP of Sales.

Bob Murphy, Affinity Group President, states “This newly expanded partnership with E S Foods presents a fantastic opportunity for both organizations to demonstrate superior sales execution, higher customer engagement and stronger results.”

E S Foods is celebrating its 20<sup>th</sup> anniversary this year, and the company's goal is to continue to expand its leadership role in school foodservice innovation. Part of this vision began with changes at the executive level this past year. In August 2017, the company welcomed Thomas Ferris as Senior VP of Sales, and in December 2017, Scott Benne to the newly created position of VP of Business Development.

“The Affinity Group expansion was the next logical step,” notes Jeff Rowe, E S Foods President and COO. “The expanded partnership will help support E S Foods’ continued growth in K-12 and expansion into traditional foodservice channels.”

Formed in 2014, the Affinity Group is a North American food sales and marketing agency committed to providing superior service and outstanding execution through sales analytics and comprehensive planning to drive results. The company is focused on the foodservice and retail fresh food channels, helping its customers and clients succeed with highly engaged leaders and tenured top sales and culinary talent in North America.

E S Foods offers a full complement of products and solutions to cover all day parts – from before the bell to afterschool and summer – including innovative center of the plate entrees, fully reimbursable meal kits, and its fastest growing flagship brand, Breakfast BREAKS. As the creator of the category, E S Foods remains the #1 provider of breakfast kits to schools nationwide. 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](http://www.esfoods.com).

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