

Advantage Sales & Marketing LLC announces equity investment in Advantage Waypoint LLC

December 13, 2011

IRVINE, Calif.—Advantage Sales & Marketing LLC (ASM) today announced it has agreed to become an equity partner in Advantage Waypoint LLC, a newly formed sales and marketing company focused on the foodservice industry. Terms of the transaction were not disclosed.



“With this landmark partnership, I am pleased to launch ASM into the foodservice industry,” said Sonny King, ASM chairman and chief executive officer. “Advantage Waypoint allows ASM to provide our clients with unparalleled service in the foodservice industry nationwide.”

Advantage Waypoint LLC is comprised of the eight companies that currently form a working alliance under the name of Waypoint including Apex Foodservice Group, Benchmark Sales, Dougherty Brokerage Company, Food Sales West, FSI Southwest, Innovative Concept Group, Inter-Mark Sales, and Midwest Venture Partners. A ninth company independent of the current Waypoint alliance, C Mascari & Associates, will also join Advantage Waypoint LLC.

Advantage Waypoint LLC is headquartered in Tampa, Fla. and led by Bud Taylor, chief executive officer, former president of Innovative Concept Group. Advantage Waypoint LLC will have its own officers and board of directors.

“By unifying nine outstanding companies and partnering with ASM, Advantage Waypoint LLC will become the first sales and marketing company to provide national coverage for food service clients,” said Taylor. “We look forward to building upon the current success of these great companies.”