

Acosta Sales & Marketing Enters Food Service Channel, Partners with Venture Sales Group

Combined company to provide comprehensive sales and marketing services to the food service industry



Jacksonville, Fla., (March 14, 2012) – [Acosta Sales & Marketing](#), a leading full-service sales and marketing agency in the consumer packaged goods (CPG) industry, and [Venture Sales Group \(VSG\)](#), a leading food service sales agency in the Northeast U.S., today announced an agreement to partner in the food service channel. The combined company will provide a suite of sales and marketing services to the food service industry.

VSG will become a stand-alone division of Acosta and will leverage Acosta's depth of resources in areas such as marketing services, training, industry reach, and client relationships. The local service, go-to-market strategy, technology platform, associates, and entrepreneurial spirit that have been integral to VSG's success will continue to serve as the foundation of the division. VSG will retain its management team in its entirety.

"We are pleased to announce we are combining resources with VSG and effectively entering the food service channel," said Acosta President & CEO Robert Hill. "VSG's strong industry track record, talented associates, and positive culture make it the perfect addition to the Acosta family. We are confident that by working together, we can build the leading food service agency platform in the U.S., anchored by the best associates in the industry."

VSG is focused on meeting the needs of today's food service customers and suppliers. Representing premier CPG companies, VSG serves the New England, Metro and Upstate New York, Northeast Pennsylvania, Baltimore/Washington, and Virginia/West Virginia markets.

"This is a tremendous opportunity for VSG and we are thrilled to become part of Acosta's future," said VSG CEO/CFO Robert Wopperer. "Acosta's commitment to its people dovetails with our goal of growing a successful business while remaining a great place to work. Together, we can capitalize on the changing industry landscape, while maintaining our edge as a leading agency with top talent."

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