

Packers



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# Corporate Profile

December 2009

### Company History

National Food Sales Inc. was started by Bill Hinderer in 1985. It started as a one-man operation and has continued to grow. The business was incorporated in the state of Delaware in 1990 and now employs twelve people in addition to two part-time people. We now maintain the main office in Kemblesville, Pennsylvania and have satellite offices in Allentown, and Scranton, Pennsylvania as well as a Washington D.C. office. National Food Sales, Inc. is a full line brokerage company, representing manufacturers of both fresh and frozen products.

### Market Coverage

National Food Sales, Inc. covers markets in Eastern Pennsylvania from Huntingdon east and New Jersey from Trenton south. National also covers the retail deli markets of the Baltimore, Maryland, Washington DC, and northern Virginia markets. National Food Sales specializes in total support of our marketplace including coverage to distributors, chain accounts, end users such as schools, health care accounts and independent retail stores.

...SERVING THE MID-ATLANTIC  
 SINCE 1985.

## Team Members

**Bill Hinderer, President** - Educated in Business Administration at the University of Delaware. Gained experience in the Food Business as both Regional and National Sales Manager for Blue Diamond Meat Co. and Old Salt Seafood Co. Started and has successfully run National Food Sales since 1985.

**Deborah Hinderer, Vice Pres./ Office Manager** - Graduated 1986 from the University of Delaware with a degree in Dietetics. Has three years experience as Food Service Director for Forum Group Nursing Homes. Has managed in-office sales support since 1987.

**Davita Cavallaro, Sales Coordinator/  
Customer Service** - Graduated from Pennsylvania State University. Extensive background in food sales. Customer Service/Sales experience in manufacturing. Exposure to food industry from previous management positions.

**Jacque Porter, Sales Support/Customer Services** - Joined us in 2003. Assists office staff.

**Scott Drumheller, Account Executive** - Employed by National Food Sales since 1987, covering the Eastern Pennsylvania Market. Resides in Allentown, PA. Gained experience in the Food Business as a regional representative for Thorn Apple Valley Meats. Prior to joining National Food Sales, he worked for a Broker in Pennsylvania.

**David Ceccacci, Account Executive** - Employed by National Food Sales since 1994. Covering Northeast and Central Pennsylvania. Gained experience working for several major Food Brokers.

**Audrey Cespuglio, Account Executive** - Joined us in 1995. Has worked in the Foodservice area for 20 years, most recently with Nestle Co. covering accounts in Southern New Jersey and Pennsylvania.

**Ted Howell, Account Executive** - Joined us in 1997. Graduated in 1974 from University of Delaware. Has worked in direct sales for several years, covering the Philadelphia area. Experienced in the foodservice area. Most recently worked for USFS, Brooks Provisions and Acme Markets.

**Bob Kuhn, Account Executive** - Employed by National Food Sales since 2001, covering the Eastern Pennsylvania, South New Jersey Markets. Experienced in selling meat/seafood over the years.

**Chuck Brynes, Account Executive** - Joined us in 2003. Graduated from University of Delaware in Accounting/Business. Responsible for the end user support and marketing throughout our Market area.

**Marlene Dillon, Account Executive** - Joined us in November 2009. Has experience in the food business working for companies like American Family Brands, Advantage, and most recently Aidells Sausage Co., with experience in the service deli and meat areas. Marlene covers our southern sales area of Maryland and DC.

**Jillian Gawlikowski, Marketing** - Joined us in 2005. Experience in Food Business with several different retailers and restaurants. Graduated from the Art Institute of Pittsburgh in 2009. Responsible for web & graphic design, marketing, and advertising.

## Sales Support Team Members

**Lindsey Spencer  
Brianna Cavallaro  
Doug O'Neil**

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### Broker Advisory Committees

Jennie-O Turkey Store • Quik-to-Fix Foods  
Iceland Seafood • Patrick Cudahy • Kayem Foods

### Membership Associations

National Food Brokers  
National Frozen Food Association  
International Dairy-Deli-Bakery  
National Restaurant Association  
Philadelphia Trade Organization  
Mid-Atlantic Food Association

## Awards

**1989**  
Sea Watch Seafood Budget Broker

**1993**  
Jennie-O Broker of the Year

**1994**  
Jennie-O Broker of the Year- Retail & FS Northeast  
Patrick Cudahy Northeast Sales Leader in Hams

**1995**  
Jennie-O Broker of the Year Food Service/Deli  
Patrick Cudahy Northeast Gold Leader in Salami

**1996**  
Jennie-O Broker of the Year Retail Division  
Patrick Cudahy Broker Council

**1997**  
Jennie-O Food Service 1 Million Pounds Club  
Patrick Cudahy Broker Council  
Patrick Cudahy Cooked Ham Division Over 1 Million Lbs

**1998**  
Jennie-O Broker of the Year- Northeast Region  
Jennie-O Food Service 1.5 Million Pounds Club  
Patrick Cudahy Broker Council  
Patrick Cudahy Broker of the Year for Dry Sausage

**2000**  
Jennie-O Broker of the Year- Northeast Region  
Patrick Cudahy National Broker of the Year  
Iceland Retail Broker of the Year

**2001**  
Patrick Cudahy Broker of the Year  
Patrick Cudahy Cooked Ham 1 Million Pound Club

**2002**  
Patrick Cudahy 2 Million Pound Club  
Patrick Cudahy Broker of the Year for Dry Sausage

**2003**  
Iceland Retail Broker of the Year  
Jennie-O Broker of the Year- Northeast Region  
Patrick Cudahy Ham 2 Million Pound Club  
Patrick Cudahy Dry Sausage 1 Million Pound Club

**2004**  
Patrick Cudahy Broker of the year

**2006**  
Jennie-O Turkey Store Broker Advisory  
Patrick Cudahy Broker Advisory

**2008**  
Patrick Cudahy Broker of the Year Award - Ham Division  
Patrick Cudahy 2 Million Pound Winner - Sausage Division

**2009**  
Jennie-O Turkey Store Broker Advisory