

EBY-BROWN ROLLS OUT ENHANCED “FRESHEST AND FINEST” WAKEFIELD SANDWICH AND FOODSERVICES LINE

Naperville, Ill. – September 20, 2016 - Eby-Brown, LLC announced today the rebranding of their proprietary **WAKEFIELD** food line. The **WAKEFIELD** brand was established in 1994 and delivers quality food products to the convenience store market.

“Taking a different position on the branding was part of the strategic repositioning of the brand that began a year ago to meet the evolving market needs. We partnered with an agency who has extensive global background on the c-store market. Through a combination of their research and our own, we developed the new **WAKEFIELD** brand to coincide with the demand for healthier, better for you choices in the c-store market. We know today’s c-store consumers want choices that lead to healthier eating habits. As a result, in addition to the quality sandwich offering we have always provided, we have added healthier options like fresh parfaits, heart-healthy sandwiches like our new egg white frittata, and wrap sandwiches,” said Thomas Wake, Co-President of Eby-Brown. “As our research has indicated, we will continue to add healthier choices for our c-store customers to keep ahead of the market trends, and as always, make our offerings with the freshest and finest ingredients as we enhance the options to our **WAKEFIELD** food line.”

The new **WAKEFIELD** branding and food items will be featured and sampled at the NACS Show, October 19-21. Please visit our booth, #2203, as well as the NACS Fresh New Product Showcase. The **WAKEFIELD** line is available throughout our geographical distribution area.

About Eby-Brown, LLC:

Eby-Brown Company LLC, with more than \$5.5 billion in revenue, is the largest family owned, wholesale consumer products distributor in the convenience industry, driving efficiencies and profitability for more than 125 years through its industry leading programs, technology and variety of product and food service solutions. Eby-Brown owns and operates eight distribution centers throughout the Midwest, Mid-South, Southeast, Northeast, and East Coast. For more information about Eby-Brown, visit the company’s website at <http://www.eby-brown.com> or call 800-553-8249.

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