



FOR IMMEDIATE RELEASE

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Red Diamond® Named a 2017 Top Foodservice Manufacturer

The premium beverage provider ranked in the top four at the 2017 IFDA Partner of the Year Awards.

MOODY, Ala. – Red Diamond is pleased to announce their recent recognition as a leading foodservice manufacturer by the Institutional Food Distributors of America (IFDA). The IFDA's Partner of the Year award is designed to recognize manufacturers with exceptional performance and a long-term goal of continuing to strengthen the strategic partnerships that exist between customers, distributors, and manufacturing partners.

Winners are determined and graded on five key criteria important to distributors. IFDA members vote on foodservice manufacturers with:

- High engagement as a strategic partner,
- A progressive supply chain approach,
- Strong local sales and marketing support,
- A clear commitment to product innovation, and
- Continual desire to address issues fundamental for success in the distribution industry.

In addition to ranking as the fourth overall winner, Red Diamond also garnered top category recognition for their continued commitment to strong local sales and marketing support and their sustained engagement as a strategic partner.

“We are incredibly proud to receive this strong testament of recognition from our partners,” said Bill Bowron, Chairman, President and CEO of Red Diamond. “The recognition represents Red Diamond’s continuing promise to maintain honest and transparent business practices while striving towards productivity enhancements.”

About Red Diamond

At Red Diamond, we are driven by an obsession to provide a world-class coffee and tea experience. Since 1906, the cornerstone of our company has been our commitment to unparalleled quality, innovation and customer service. Expect Perfection.

For more information visit <http://www.reddiamondbevservice.com>.