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## **Growth and Innovation at Service Foods Lead to Prestigious Awards**

*Service Foods CEO Keith Kantor continues to propel the company through diversified marketing strategies*

ATLANTA, May 4—Service Foods, a leading provider of organic and all-natural foods for home delivery, has been recognized among Atlanta-area companies for its increases in revenue, employees and market share.

Recently, the Atlanta Business Chronicle named Service Foods as the region's second fastest-growing private company in its recent Pacesetter Awards. The honor recognizes the company's significant growth in revenue over the past three years compared to other privately held companies in the area.

The same day Service Foods received the Pacesetter Award, the company also earned second place in the Gwinnett Chamber of Commerce's Top 25 Pinnacle Small Business Awards. Service Foods was selected from more than 300 nominations and 50 finalists based on its growth and profitability, growth in number of employees, contributions to the community, and original entrepreneurship.

From 2006 to 2009, a period during which many companies struggled to maintain financial stability, revenue at Service Foods grew by approximately 800%. During that same timeframe, Service Foods hired 53 people and now employs more than 165.

“During the recession, most businesses hunkered down and actually cut marketing and sales,” explains company CEO Keith Kantor. “We saw it as a great time to gain market share, so we took the opposite approach.”

Under Kantor's direction, Service Foods made a large investment in marketing and now utilizes tools such as video, audio, monthly printed newsletters and social media to interact with its customers. The company also launched a new Web site that features a wide assortment of free health and nutrition articles, and its on-staff dieticians, nurses, doctors, chefs and fitness consultants answer questions and provide personalized recommendations for every customer.

“Whereas some companies are scaling back, Service Foods is offering a full-service approach to food, health and fitness that’s always available to our customers 24/7,” says Kantor. “My philosophy is to provide our customers with greater overall value than they can get anywhere else.”

In addition to the Pacesetter and Pinnacle Awards presented to Service Foods, Kantor is also currently being considered for the prestigious Ernst & Young Entrepreneur Of The Year Award for the Alabama/Georgia/Tennessee region. Award finalists will be recognized during a gala in June. Furthermore, Kantor was recently elected as Vice President of the International Frozen Foods Council, the 50-year-old governing body of the entire shop-at-home food industry.

Though Kantor says he is honored by the recent accolades, he maintains that Service Foods will continue to develop new strategies that further increase value for its customers. “It’s easier to emulate than to innovate, but we will continue to work hard to innovate and stay ahead of the curve.”

### **About Service Foods**

Service Foods offers a full line of organic and all-natural foods free from growth hormones, preservatives, steroids, antibiotics and colorings. The company provides free delivery directly to customers’ homes. In addition, dietitians, nurses, visiting doctors and fitness experts are on staff to counsel clients in leading a healthier lifestyle. Service Foods has been in business since 1981 and is based in Atlanta, Georgia, with warehouses in several states. To learn more about Service Foods, Inc., visit [www.ServiceFoods.com](http://www.ServiceFoods.com).

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