



## Service Foods Gets Green—Sales Up 30%.

Georgia-Based All-Natural Home Food Service Co. sees results after going Carbon Neutral

ATLANTA (September 20, 2009)—Six months ago, Service Foods, hired Atlanta-based Verus Carbon Neutral to measure their carbon footprint and purchase the required carbon offsets to become Carbon Neutral. Little did CEO, Keith Kantor, know how that decision would affect his business long term.

As the largest Home Food service company in America selling high-quality all-natural foods, “You can’t sell organic and all-natural food and not be Carbon Neutral,” says an energetic Keith Kantor.

According to Verus Carbon Neutral’s Eric Taub, Service Foods is a model of efficiency, “They have an employee-friendly recycling system, use only CFLs and leave rooms dark when not occupied. Their corporate culture is ideal for energy savings.”

Thinking his company would suffer a financial loss from the investment in “green,” Kantor was extremely happy after Verus Carbon Neutral issued their press release and Service Food’s sales increased by 30% and received over 100,000 hits on their website. “Carbon neutral hit home with our customers. They rightly equate green with clean. Of course, clean is very important in the food industry.”

Service Foods even helps their customers lower their impact on the environment, with a simple innovative approach. Flash-Frozen/Chemical-Free meats, fish, and vegetables are packaged in a material called Iolon™ film, which is completely biodegradable. All their food is delivered in reusable totes by trucks that run on biodiesel.

A proud Keith Kantor adds, “We estimate that in total our customers save about 144,000 gallons of gas per year by not having to make as many trips to the grocery store. That’s over twelve hundred [metric] tons of CO2. Also, we don’t use the Styrofoam trays you see at the grocery store. Our biodegradable packaging helps to keep a million Styrofoam trays out of the landfill per year.”

Verus Carbon Neutral is a member of the Chicago Climate Exchange (CCX), the world’s first and North America’s only active, voluntary and legally binding offset-trading system. Verus Carbon Neutral provides high-quality offset projects that are third-party verified by the CCX.

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### Service Foods

Service Foods, ranked 21st fastest-growing in the Food & Beverage industry by Inc. Magazine, offers a full line

of top-quality, chemically-purer foods, which contain no growth hormones,

chemicals, preservatives, dyes or colorings. Foods such as Top Choice and Prime USDA graded Beef, Grade A Poultry, Super-Select Pork, the finest Veal and Lamb, Sashimi grade seafood, plus many natural prepared gourmet items such as lasagna, pastas, lemon pepper chicken, elegant chicken cordon bleu and even breast tenders for the kids. [www.servicefoods.com](http://www.servicefoods.com).



### Verus Carbon Neutral

Verus Carbon Neutral is an innovative and eco-conscious company that aids businesses looking to offset and reduce their carbon footprints.

After conducting an audit to determine the size of their footprint, Verus Carbon Neutral provides a simple way to reduce or completely offset their client’s CO2 emissions, supplying them with certification and a tangible way to communicate their commitment to the environment. Privately held, Verus is based in Atlanta. More information can be found at their website: [www.verus-co2.com](http://www.verus-co2.com) or call 800-275-1847.

