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## How “Going Green” Helped An Atlanta Company Achieve Unexpected Sales And Profits

### **SERVICE FOODS CEO to Speak at Environmental Conference And Share “Green” Techniques Which Improve the Bottom Line**

**ATLANTA, August 27, 2009** – When Service Foods – an all natural and organic foods company in Atlanta – decided to implement environmentally-friendly solutions in its business practices, the Company had no idea that this would make them **more** profitable. The results of “going green”, however, have been so phenomenal for this business that the Company CEO, Keith Kantor, has been asked to participate in the GreenBusiness Works™ Expo, which will take place in Atlanta on September 2<sup>nd</sup> and 3<sup>rd</sup>, 2009.

Kantor will be a panelist at the Green Hall Meeting – a discussion among top business leaders on how to **derive profits** from being a carbon-neutral organization. Kantor’s presentation “*Turning Green into Gold*” will focus on how “going green” can help enhance a company’s image **and** earnings in the marketplace.

“I’m the first to admit that, although I care about the world around us, I was never the biggest advocate of ‘green’ solutions,” explains Kantor. “When Service Foods decided to put several earth-friendly practices into effect, we were sure the business would suffer a financial loss, due to the cost of these solutions. However, **we were shocked to discover that the price of being environmentally-conscious was more than offset by the positive additional sales gains we experienced.** If other businesses truly understood what a powerful marketing and sales benefit ‘going green’ provides, more would be doing it. This is a message that is particularly relevant in these challenging economic times,” states Kantor.

GreenBusiness Works™ Expo is Atlanta’s first comprehensive environmental expo, designed to provide hands-on education for corporations and municipalities about sustainability programs, services and products available to support their environmental stewardship efforts. For more information, visit [www.greenbusinessexpo.net](http://www.greenbusinessexpo.net).

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, GA, with warehouses in several states. To learn more about Service Foods, Inc., visit [www.servicefoods.com](http://www.servicefoods.com).

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