

October 22-28, 2010

# STRATEGIES

IDEAS FOR GROWING BUSINESS

Section B



Cobb Galleria Centre • October 28, 2010

## Pacesetters

# Setting the bar

### BUSINESS GROWTH EXPO 2010

#### Premium content from Atlanta Business Chronicle

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While many businesses have struggled in this economy, others have flourished — seizing opportunities to expand and innovate in a tough marketplace.

Every year, Atlanta Business Chronicle employs a complex system to identify metro Atlanta's 50 fastest-growing private companies.

Called Pacesetters, these companies are setting the pace for Atlanta business.

The CEOs and owners of some of these top-notch companies recently shared with the Chronicle about their successes and challenges along the way, as well as growth strategies and where their companies are headed next year and beyond.

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#### **Keith Kantor**

##### **Service Foods Inc.**

Norcross-based food delivery company Service Foods Inc. has flourished in recent years — with revenue growing 800 percent from 2006 to 2009. **Keith Kantor** is CEO.

**Q: In what ways did you adapt your business plan in the past year to remain competitive in a slower economy?**

A: During this recession, consumers were much more reluctant to spend money on just higher-quality, all-natural foods. We had to add extra value. We did this by adding health experts to our staff, such as registered dietitians, registered nurses, certified all-natural chefs and certified fitness experts.

**Q: What was one significant challenge you faced this year, and how did you overcome it?**

A: It seemed harder to get leads for new clients. Since most of our new clients come from referrals, I think people were more hesitant to refer because they were unsure of other people's finances. So what we did is start giving free health and wellness fairs.

**Q: What opportunities for growth do you see in the coming decade, and how are you positioning your business to take advantage of them?**

A: The opportunity is in going national. With the help of the Internet, social media and great publicity this expansion will keep us busy in the coming decade.