

Group Purchasing Alliance

FOR IMMEDIATE RELEASE

Distribution and Supply Chain Groups Announce New Partnership

Legacy Foodservice Alliance, LLC of Glen Allen, VA, and Bellissimo Foods Company, LLC, of Houston, TX announce that they have formed a partnership to collectively manage their supply side operations. **Group Purchasing Alliance** was created to provide greater value for both Legacy and Bellissimo Distributors and Suppliers. GPA will be responsible for managing group Supplier agreements and procurement. Bellissimo and Legacy will continue to provide marketing and other services to their respective memberships.

Peter Thor of Bellissimo and Stephen Push of Legacy will act as Co-CEOs of GPA, and both are quick to point out that this is not a merger, but rather a strategic combination of supply chain strengths. “We’ve come together to further punctuate our belief that this partnership will enhance the value of both organizations and offer greater opportunities for their distributors. Group Purchasing Alliance will represent more than 150 independent distributor locations,” commented Thor.

Bellissimo is a long established buying and marketing group focused on serving the needs of distributors who specialize in Pizzerias, Italian and Mediterranean Dining. Legacy, which was formed in response to a mega business combination in the group business, serves a more broadline clientele. Legacy is riding a steep growth curve, as the group has gone from zero to 100+ distributor locations since its creation just 3 years ago. While both groups work with a broad array of suppliers, because of the nature of their distributor memberships, both Groups have special expertise in center of the plate, refrigerated, and fresh products.

“We see huge upside sales potential for both Distributor and Supplier Members, as GPA gains prominence in the industry,” noted Don Hughes, EVP of Merchandising for Legacy. While the supply chain efforts are uniting, Bellissimo and Legacy will each retain their unique marketing and services to their respective memberships. Distributor support and development will continue to come through normal processes and people currently in place.

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