



PRESS RELEASE



SHEARER'S FOODS HONORED WITH GORDON FOOD SERVICE VIP AWARD

**FOR IMMEDIATE
RELEASE**

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**For information on
Shearer's Award-Winning
Products or Services,
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(toll free) or
www.shearers.com**

Brewster, Ohio: Shearer's Foods, home of Shearer's Award Winning Snacks, has been honored as a Gordon Food Service VIP Award winner again in 2009. The company was previously recognized with this award in 2004.

The Gordon Food Service VIP (Vendor Involvement Process) Program uses a customer-focused set of metrics to measure vendor performance each month. Each vendor receives a scoring rank, based on the scores in the group for each category. Gordon Food Service then selects the final award winners based on key supply chain and customer relationship metrics such as fill rates, on-time deliveries, perfect purchase orders, inventory turns, sales growth percentages in cases and dollars, case-sales-per-slot weekly average and GFS brand penetration while consistently providing innovative quality products. The VIP Award is given out to approximately 24 of the over 2,500 GFS vendors who are eligible. These performance measures guide system changes, helping Gordon Food Service to provide the best service to their customers through continuous improvements in the supply chain.

"We are certainly proud to be one of the few suppliers to achieve this very honored award. Because of the metrics that it measures across our whole organization, from sales to production to logistics, everyone at Shearer's is proud to be recognized as one of the best suppliers to GFS," says Mr. Brian Newland, Vice President of National and International Sales. "Our partnership continues to grow and we look forward to future opportunities to achieve award-winning recognition."

With 100 plus years in the food service business, Gordon Food Service is still family-owned and committed to its customers and employees. GFS is proud to be the largest privately-held food service distributor in North America. Beyond the experience, products and services, Gordon Food Service is known as a company that keeps its promises!

Shearer's Foods, Inc., founded in 1974, is the manufacturer /distributor of Shearer's Award-Winning Snacks. Varied products include a complete line of potato chips, tortilla chips, pretzels, cheese curls/puffs, peanuts, popcorn, corn chips and other snacks. While Shearer's is recognized as a leader in the snack food industry, they consistently achieve "excellence" in everything they do! *Real Simple* magazine ranked Shearer's the "Best Chips with a Beer" and *Newsweek* magazine commented Shearer's potato chips were "...crisply addictive." *Country Living* magazine named Shearer's the best potato chips in Ohio! The company has been named Snack Manufacturer of the Year by *Snack Food and Wholesale Bakery* magazine. Shearer's has been awarded the Weatherhead 100, Cascade Capital Business Growth Award and The Entrepreneurs EDGE Award for being one of the fastest growing companies in Northeast Ohio. The Weatherhead School of Management has also recognized Shearer's as one of its Family Firms of Distinction. Shearer's potato chips received the Gold Medal Award from the American Tasting Institute of San Francisco for the best potato chips in America. Both the Canton and the Massillon Chambers of Commerce have honored Shearer's as their Business of the Year. The company has been recognized for manufacturing excellence and sustainability by winning the Manny Award and the Evolution of Manufacturing Award. Shearer's has been awarded the North Coast 99 as a top employer in Northeast Ohio, and is the only company to receive this award all eleven years of its existence! *Inside Business* magazine has honored Shearer's as one of the top performing companies in Northeast Ohio eleven times with the NEO Success Award. Shearer's has been recognized for their outstanding customer service by winning the Cleveland Food Dealers Association's Vendor of the Year Award and *Smart Business magazine's* World Class Customer Service Award. Shearer's has earned the Pillar Award twice as well as the Shatten Civic Award for their far-reaching community service efforts. Shearer's Snacks are distributed throughout the Midwest, Canada and Mexico.