

New Appointment

Fulvio Scrigner – Regional Sales Manager Western Canada

We are pleased to announce that Fulvio Scrigner has joined our team as of Dec. 1st, 2007.

Fulvio has more than twenty five years of success in the foodservice industry as a National Account Manager with Coca-Cola Bottling and most recently Business Development Manager for Western Canada with Nestle Canada Inc. He is an energetic and adaptable individual having a proven track record in food service corporate sales, new business development, marketing and product launches.

Most recently, Fulvio managed the Nestle foodservice ice cream business in the West which included twenty national and regional restaurant chains, major vending operators, foodservice distributors and all government tenders for Western Canada. Sales increased by fifty percent over this five year period due to his hard work, care and attention.

Prior to this, as the National Account Manager for Coca Cola Bottling, Fulvio managed sixteen national and regional restaurant chains in the casual, family and quick service restaurant segment which accounted for over \$9M in annual sales. Demonstrating his initiative from the start, Fulvio pioneered sales account management and customer relationship management techniques that successfully grew the business by more than ten percent annually.

Throughout his career, Fulvio has had the opportunity to establish a strong network of contacts in small and large restaurant chains including Ricky's, White Spot, Denny's, Earls, A&W, Boston Pizza to name a few. His broad based expertise includes food and beverage manufacturing and distribution, including sourcing, production, packaging, marketing, sales and logistics, as well as team building and leadership.

Fulvio will be responsible for all aspects of foodservice business development in Western Canada, starting with British Columbia and Alberta.

Contact info for Fulvio:	Toll Free:	1-888-Danamark ext. 260
	Cell:	778-978-5001
	Email:	westcoastsales@danamark.com

Please join us in welcoming Fulvio to our team.

Warmest regards,

Robin Howlings
President
Ext. 225
rhowlings@danamark.com