



For Immediate Release
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**The Texas Restaurant Association Partners With Ben E. Keith Foods,
Bringing "Preferred Solutions" to the Restaurant Industry**

Austin, TX – The Texas Restaurant Association (TRA) is proud to announce a partnership with Ben E. Keith Foods to provide exceptional service and quality products through "Preferred Solutions," a joint marketing program.

Ben E. Keith and TRA have teamed up to bring products and services to the end user – restaurant owners and operators across the state of Texas. Through the "Preferred Solutions" partnership, restaurateurs have access to operational tools, restaurant start-up information, training and certification, and management resources.

"The TRA is very proud to partner with Ben E. Keith Foods. Both organizations have a long history of serving the restaurant industry in this state and we are excited to bring our resources together to better serve restaurateurs," said Richie Jackson, TRA executive vice president/CEO. "This partnership will help the association bring our products and services to a larger audience within the industry."

"Both of our organizations feel a deep commitment to the restaurant industry. We are dedicated to helping them grow their business, become more profitable and making their jobs easier and hopefully their life better," said Ron Boyd, Ben E. Keith Foods senior vice president of sales. "We are continually looking for products and services that meet their needs. Providing quality choices in all areas gives each restaurateur the flexibility they need to meet their individual needs."

The Texas Restaurant Association was formed in 1937 to serve as the advocate in Texas and the indispensable resource for the foodservice industry. Today, as a leading business association, TRA represents the state's \$32 billion restaurant industry, which is comprised of 50,000 plus locations and a workforce of over 939,800 employees. Along with the Texas Restaurant Association Education Foundation, the Association represents, educates and promotes the growing industry. www.restaurantville.com.

Ben E. Keith Foods, a division of Ben E. Keith Company, is headquartered in Fort Worth, Texas, and is the nation's eighth largest broadline foodservice distributor. The company is comprised of six distribution centers servicing eleven states.

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