

***B & D
Sales &
Marketing
Inc.***

B & D
Sales & Marketing, Inc.

FOOD AND NON-FOOD BROKERS

www.bdsalesmarketing.com

“The Sales Professionals”



**We are proud of the products and the
companies we represent.**

WE WELCOME YOU TO JOIN OUR TEAM.

B & D SALES AND MARKETING, INC.
77 Brant Avenue – Suite 202
Clark, NJ 07066
732-340-1010



B & D Sales & Marketing Inc. is a full service manufacturer's representative organization servicing the food industry. B & D has highly experienced sales personnel, extensive marketing expertise, deep market penetration and contacts, as well as a commitment to the long-term growth and expansion of its representative lines. We welcome the opportunity to assist all of our principals in tailoring a marketing and promotional strategy to best achieve sales goals in our market. Our sales personnel call on all customers in the food trade.

B & D Sales & Marketing, Inc. has been in continuous operation for 25 years, established in 1986 by Walter Bycsek and Andrew DeSalvo. B & D Sales is a mid-size Broker that still delivers the hands-on attention needed to produce results. Let us build your sales.

- **SUPERMARKETS**
- **COOPERATIVES**
- **WHOLESALE GROCERS**
- **CONVENIENCE STORES**
- **CANDY & TOBACCO JOBBERS**
- **SPECIALTY FOOD DISTRIBUTORS**
- **DRUG STORES**

KEY MANAGEMENT PERSONNEL BACKGROUND

ANDREW M. DESALVO-PRESIDENT/PARTNER - *Andy has spent 30 years in the food business, holding senior management positions with two brokers in the New York market. Andy spent four years with a manufacturer, and three years with a supermarket chain. He is a Graduate of Farleigh Dickenson University with a B. S. in Marketing. He served on a number of manufacturer's advisory boards, including Drackett Products, Coca Cola Foods and American Cyanamid.*

WALTER BYCSEK-EXECUTIVE VICE PRESIDENT/PARTNER - *Wally has spent 30 years in the food business, holding V. P. positions with two food brokers and is one of the most experienced salesmen in the food industry. Wally's career in the food business started at retail sales with a major food manufacturer. Wally attended Brookdale College majoring in Marketing.*

WARREN KATILUS-SENIOR VICE PRESIDENT - *Warren has worked in the food business starting with a supermarket chain, before holding Senior Management and Equity positions in two food brokers. He also served on two manufacturers' advisory boards and has called on Metro N.Y. customers over 25 years. He is a graduate of SCCC Community College in N.Y.*

CHARLES BELLINO –VICE PRESIDENT - *Charlie has been in the food business for over 25 years holding several Senior Management positions with various Food Brokers. Charlie's food career began in retail sales. After serving his Country, Charlie graduated Dowling College with a BBA. Charlie also has served on a number of Manufacturer Advisory Boards.*

GARY CARELLA –ACCOUNT MANAGER – *Gary graduated from Central Connecticut State College with a B.S. in Marketing. He started in the food industry working retail with a cheese manufacturer. Gary has worked for Campbell's Soup Company in a management capacity before joining Deblinger and H.C. Boerner Food Brokers, managing principals for both companies.*

CUSTOMER A.V.C.

WAKEFERN	30
A & P/FOOD EMPORIUM/WALDBAUMS/PATHMARK	20
WHITE ROSE	6
STOP & SHOP	6.5
KRASDALE	5
KEY FOOD	5
KING KULLEN	4
FOODTOWN	2.5
GENERAL TRADING	1.5
D'AGOSTINO	.5
KINGS	.5
ASSOCIATED	1.5
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TOTAL	83
DANS **	(.5)
RED APPLE GROUP *	(1.0)
WESTERN BEEF*	(.5)
PIONEER*	(.5)

**NUMBER OF STORES BY CUSTOMER FOR N.Y.
METRO REGION**

	NUMBER OF STORES
WAKEFERN (SHOPRITE) (INCLUDING PRICE RITE)	274
A&P (Including FOOD EMPORIUM, PATHMARK, SUPER FRESH, WALDBAUMS)	395
FOODTOWN	62
GRAND UNION COMPANY	28
GENERAL TRADING COMPANY (FINE FARE)	115
PIONEER FOOD STORES	44
KEY FOOD STORES (Including DANS)	116
KING KULLEN	48
KINGS SUPERMARKET	25
WHITE ROSE FOOD (MET FOODS)	120
STOP & SHOP	98
RED APPLE/GRISTEDES	47
D'AGOSTINOS	24
ASSOCIATED	130
KRASDALE FOODS (C -TOWN)	175
WESTERN BEEF	20