

TRIMARK USA APPOINTS ALLAN KECK AS PRESIDENT OF PRIVATE LABEL INITIATIVE

South Attleboro, MA – March 25, 2019 – TriMark USA, LLC CEO, Jerry Hyman, announced the company’s new Private Label Initiative will be led by Allan Keck, effective April 1st.

Allan served as President of R.W. Smith & Co. for four decades and through the acquisition by TriMark, becoming its 12th division in July 2016.

Allan’s vision for private label product lines began in 2008 at a time when few other companies in the industry had embraced proprietary programs. Allan’s success with several branded collections earned him a reputation as being a leading authority of tabletop products and is one of the reasons that TriMark partnered with R.W. Smith.

“It has been a privilege to lead the talented team at TriMark R.W. Smith. I leave feeling proud and confident in the milestones that we reached and the success that we attained together,” says Allan Keck.

“Allan has had a long and impressive track record of developing superior product lines that drive growth and new opportunities,” says Jerry Hyman. “His expertise will play a critical role in our ongoing concentrated effort to bring the highest quality products and services to our customers.”

Joining Allan will be Patrice Hagan, the Vice President of Sales for R.W. Smith for the past 25 years. She has worked closely with Allan to make Premier Collections a prevailing brand across several markets. Jay Blitstein, the Vice President of TriMark Economy Restaurant Fixtures for 9 years, will also become an integral part of Allan’s team, focusing on sales and product development of the Kintera equipment line.

Allan appreciates the support and enthusiasm shown by the leaders throughout TriMark’s divisions and is looking forward to what the future holds with the company’s private label endeavors.

About TriMark USA

TriMark USA, LLC is the country’s largest provider of design services, equipment, and supplies to the foodservice industry. TriMark offers foodservice operators an unparalleled level of service by combining the hands-on support and local market knowledge of a strong regional supplier with the purchasing strength, industry expertise, delivery,

and installation capabilities of a national company. TriMark Divisions include TriMark Adams-Burch in Landover, MD; TriMark Economy Restaurant Fixtures in San Francisco and Sacramento, CA; TriMark Federighi Design in Richmond, CA; TriMark Foodcraft in Winston-Salem, NC; TriMark Gill Group in Crofton, MD, TriMark Gill Marketing in Phoenix, AZ; TriMark Hockenbergs in Omaha, NE; TriMark Marlinn in Chicago, IL; TriMark R.W. Smith in San Diego, CA; TriMark Orange County in Irvine, CA; TriMark SS Kemp in Cleveland, OH, Pittsburgh, PA, Columbus, OH, and Cincinnati, OH; TriMark Strategic in Lewisville, TX with locations in Texas, Florida, Georgia, and Tennessee; TriMark Minnesota in Rogers MN; TriMark United East in South Attleboro, MA; Chefs' Toys with several locations in Southern California and BigTray in San Francisco, CA. For more information, please visit www.trimarkusa.com.

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