

Press Release

For Immediate Release

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Newly Appointed COO of Contract Management for Whitsons Culinary Group, Kelly Ann Friend discusses Trends in School Food Courts



Whitsons Culinary Groups' (www.whitsons.com) newly appointed Chief Operating Officer of Contract Management, Kelly Ann Friend will be interviewed on Inside School Food (www.insideschoolfood.com); a production of the Heritage Radio Network that focuses on the K-12 school food industry, on May 2nd, 2016 to discuss the success of Whitsons' school food courts and trends.

Kelly Ann Friend assumed her role as Chief Operating Officer of Whitsons' Contract Management division on April 1st, 2016. Kelly has been with Whitsons for over twenty-three years and has overseen school nutrition, corporate, and residential accounts. She actively assists with business development and has played a critical role in shaping the current structure of the organization. Kelly Ann Friend is recognized as a key leader in the food service industry and has served on the Board of Directors for the Society for Hospitality and Foodservice Management and has received numerous awards both from Whitsons and clients. She is known for her dedication to excellence in leadership and has been instrumental in developing and implementing new products and marketing and merchandising programs in schools including Whitsons food court concepts and re-design.

Kelly spearheads Whitsons Fooditude campaign; a healthy eating campaign focused on school nutrition education that motivates and inspires students to have a positive attitude about eating healthy food, so they are able to make healthy meal choices. "Innovation in the front of the house is as relevant as the kitchen. We designed our Fooditude campaign to start at the moment our students and customers reach the serving lines. With a focus on vibrant colored hues and hip graphics, the visual aspect of the campaign is exciting," said Kelly. Whitsons' Fooditude campaign has been a big success and is growing in popularity in schools in New York, Connecticut, New Jersey, Massachusetts, New Hampshire, and Pennsylvania. Beginning in May, Kelly will lead the development of a new video series called Whitsons Culinary Trendsetters, which will showcase the culinary expertise of Whitsons' Chefs. The new video series will be produced based upon popular demand and will give a sneak peek behind the scenes of Whitsons culinary ingenuity and creativity in the kitchen.

To learn more about Kelly Ann Friend, connect with her on LinkedIn or Twitter @FriendkmFriendk.

About Whitsons Culinary Group

Founded in 1979 Whitsons Culinary Group® provides dining services to consumers and public and private organizations throughout the United States. Our services include school nutrition, residential and healthcare dining, prepared meals, corporate dining, and emergency dining. Whitsons is currently the 19th largest dining service provider in the U.S. (Food Management, March 2015) and leads the industry with its customized services, innovative programs, focus on nutrition and commitment to quality, local sourcing and community support. For more information, please contact Jessica Z. Diaz, Public Relations and Marketing Manager diazj@whitsons.com, tel: 631-750-1428, or visit the company's website at www.whitsons.com.