

SFE Press Release

JUNE 25th, 2014 – The fastest growing domestic food service management company, Southwest Foodservice Excellence, not only celebrates specializing only in K-12 child nutrition, but also appreciates being featured as number 20 in the top 50 Food Service Management companies. Today SFE unveils a new brand identity, symbolized by the introduction of a new logo and company name abbreviation that signifies our growth and identity elevation, and continues to celebrate the culture of innovation built over the company's 10-year history. Since our inception, SFE has been changing the perception of how child nutrition should look, taste and nourish. Our mission will continue; we vow to never lose our focus of providing the highest level of customer service while delivering the highest quality, delicious and nutritious meals to students within the K-12 community.



"SFE is a unique, multicultural, dynamic, and refreshing food service management company," said Luis Benavides, SFE Co-Founder. "We are proud to be the trendsetter when it comes to child nutrition, and our new brand identity provides a platform for continued organic growth. As we expand throughout the U.S., our new logo will be easy to identify, will represent health and nutrition, and removes any territorial boundaries, all while maintaining our company's culture and belief in, 'Putting Child Nutrition First.'"

TOP
50

Ranking #20

Southwest Foodservice Excellence

Launched in 2004, SFE now operates in some 400-school locations across eight southwestern states from California to Missouri and Arkansas. Food Management Magazine went on to say; "Southwest Foodservice Excellence continued an impressive growth curve in 2013, posting a growth rate of some 40 percent."



As of July 2013, our managed volume totaled 145 million; SFE is poised to continue to move up in the food service management ranks. However, being the largest is not our focus. Our focus is to provide excellent food and service, which naturally results in growth, and our new logo is a representation of that evolution.

"The new 'student growth' logo represents health, nutrition, development, teamwork and the merging of cultures throughout SFE. The vibrant color palette in the design signifies the energy of the SFE family as we expand throughout the country," said Shauna Strüb. "The new logo delivers on SFE's organic growth and reflects our progression and non-changing mission of student nutrition."

"The launch of our new brand logo kicks off a new era at SFE."

Donald Gala, SFE Co-Founder



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