



## **For Immediate Release**

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## **Peters Imports Blazes a Trail to the West Adds 3 New Brokerage Firms**

**Grandville, MI - August 18, 2009**

Peters Imports has recently added three new brokerage firms to represent them on the West Coast, expanding their specialty food market representation throughout the U.S. and Central America.

“We recognized the need of our west coast customers for more personalized service than we might offer from our Midwest location. We choose to respond with reputable firms who are able to represent us with similar values and ethics,” explains BJ Joyner, Director of Sales and Marketing at Peters Imports.

**Wild Rose Marketing, Inc.** of Boulder, Colorado is representing Peters Imports in the Rocky Mountain Region states of Colorado, New Mexico, Utah, and Wyoming. Owner Rose Pierro, together with her experienced sales team of 8 independent representatives, will expand the distribution of specialty foods to this growing region.

**Pinski-Portugal Brokerage** of Los Angeles, CA is covering the markets in California, Arizona, and Nevada where, in the past, Peters Imports has had a minimal presence. President and Owner Lynn Portugal is committed to providing honest representation of products and is proud to offer their showroom located in the LA Mart on Broadway. The hard working 11-person sales team is professional, personal and dedicated to excellent service.

**Market-2-Market** of Seattle, WA represents Peters Imports in 6 states including Washington, Oregon, Idaho, Montana, Alaska and Hawaii. At the Pacific Market Center in Seattle, M-2-M has a 1500 sq. ft. showroom where they provide product displays and offer product tasting. This team of 16 enjoys serving both small and large customers with their vast product and industry knowledge.

Peters Imports is a family owned wholesale distributor of fine gourmet foods and confections since 1976 with warehouse operations in Michigan, Florida and New Jersey.

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