



Bedell's

25 Years of Building Trust

YOUR SUCCESS IS OUR SUCCESS

“It’s not just a slogan, it’s a fact.” – Bob Drake,
General Manager, Bedell’s London Foodservice
Distributors.

First Chatham, then Windsor, now London!
Bedell’s has captured the hearts of Ontario’s local
food establishments in record time with its ability
to provide superior value, competitive pricing and
the very best in quality and care. Having established
itself as the number one leader in food distribution
throughout Chatham-Kent and Essex, Bedell’s now
brings its success to London, Ontario with a 37,000



square foot facility to better service the city and its
surrounding areas.

Bedell’s is comprised of a highly experienced,
professional and dedicated sales staff that has
created a loyal following of customers spanning the
greater region of southwestern Ontario. Without
question, it is the company’s strong business ethics
and vision that have established it as one of the
few remaining all Canadian independently owned
and operated companies. Why so successful? The



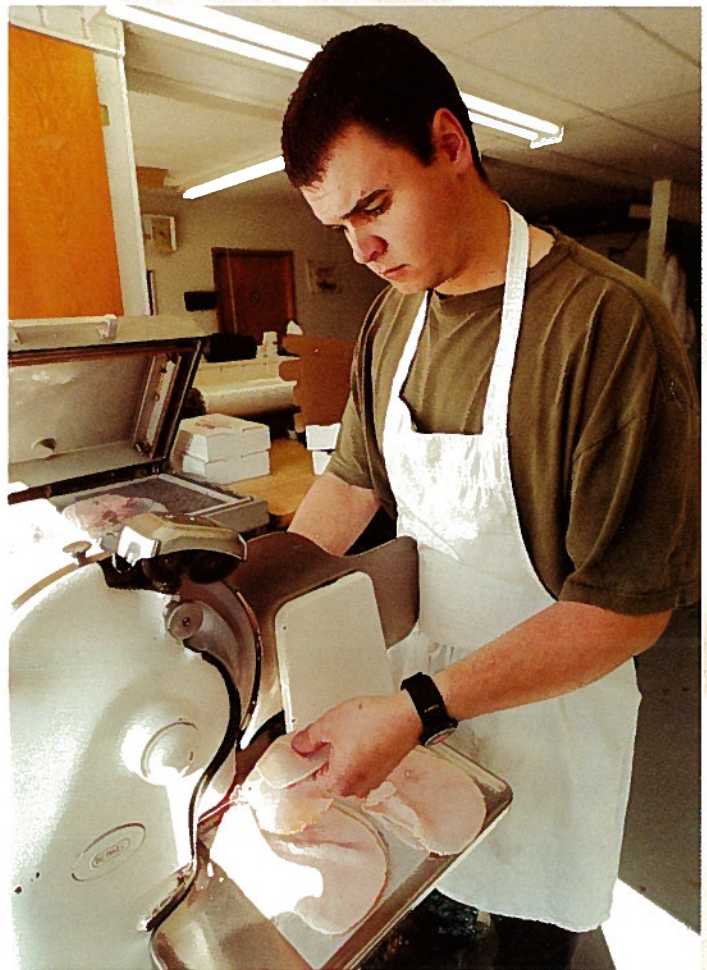
Behind every handshake, Bedell's intention is to develop an honest, long-term relationship with each and every one of its clients. Truly a 'business partner' to all its customers, Bedell's works with each client individually to tailor a menu plan specific to the needs and requirements of the establishment. This invaluable service, along with quality product, prompt delivery and complete satisfaction are the key ingredients of Bedell's recipe for success!

answer is simple: Bedell's main focus has been, and will always be, its customers. Whether it's tailoring a menu plan, customizing a meat-cutting program or locating that hard to find product, Bedell's is the distributor of choice.

“When you buy from Bedell's, you know you'll get the right product at the time you expect it, and at the price you agreed upon. We stand behind our product and guarantee customer satisfaction every time.”

- Pat Richards, Chairman,

Bedell's Foodservice Distributors Group.



A DREAM COME TRUE

Pat Richards dreamed of owning a business that he could proudly claim as an all-Canadian independently owned and operated company. In 1979, his dream started to materialize when he met Frank Bonvarlez, owner of Bedell's Frozen Foods in Dover Centre. Richard's ideas and strong interest in the company's operations immediately caught the attention of Bonvarlez and a deal was struck that would forever change the way the business would be recognized.

Upon the incorporation of Bedell's, their vision of selling quality goods to local establishments, immediately inspired their employees and sales staff. Before long, the company progressed from just a butcher shop to servicing local establishments in the community with a wider variety of food items, paper and cleaning products. The company's rapid growth continued with the addition of a dedicated sales staff to service the greater area of Chatham-Kent. Within a few years, Bedell's success earned



Dover Centre

it the distinction of being the number one food distributor in the area with a reputation that spilled over into Essex, Sarnia and the London region.

By the 1990s, large corporations were purchasing smaller independently owned food distributors to control the marketplace and to generate the largest amount of revenue based on sales. As a result, the quality of service changed immediately. Big corporations focused on the revenue of wealthy franchises, neglecting the smaller, local food establishments that had become accustomed to the excellent quality, care and service provided by the once smaller, independently owned food distributors. Prioritizing deliveries became based on quantity and often dictated which products to sell. Consequently, smaller local food establishments were left starving for a reliable supplier, as the importance of building good relations, proper menu planning and quality service became less of a concern to the large profit driven companies.



Windsor

In response to corporate acquisitions, Bedell's seized the opportunity to establish a greater presence in Essex. Attracted to the idea was Lloyd Shepley, a veteran in the industry, who discovered his destiny when he struck a deal with Richards to lead, as General Manager, a team of highly trained food distribution sales representatives in the Essex county area. The company purchased a well-organized 28,000 square foot building in Windsor, Ontario that became Bedell's Essex Foodservice Distributors in 1999. The impact of Bedell's Essex location was so successful that it instantly won the hearts of many local establishments and inspired others within the food distribution industry to resign from their current position and join the winning team at Bedell's. The company soon became a household name and ranked as the number one food distributor in Essex County.

With a stellar reputation for service surpassing the corporate giants of the industry, Bedell's began attracting more clients in farther regions, reaching London, Ontario and its surrounding areas, suggesting a need for a third location. Inspired by the company's fresh approach and vision of excellence, veterans in the industry came forth, including present General Manager Bob Drake and Controller Luiz Dos Remedios, who partnered with the Bedell's team and assembled a handful of talented, professional sales staff that could continue the company's outstanding tradition and caliber of operation. Securing an ideal 37,000 square foot building in the city, Bedell's London Foodservice Distribution

was founded in October 2001. Since its arrival, the Bedell's team in London has quickly made its mark, providing exceptional service to customers locally and in the areas of Port Stanley, Stratford, Grand Bend, Brantford and Bayfield, just to name a few.



London

Today, Bedell's is an organization that stands without equal, an all-Canadian independently owned and operated company widely recognized as an industry leader. Guided by the company's founding principles along with a supportive, hard-working sales staff, Bedell's has become a name that is trusted. With the arrival of its new location in London, Ontario, local establishments now have a greater opportunity to experience the very best food distribution service possible.

“Bedell's has made a big impact on the local community which, in return, has shown its support for the importance of an all-Canadian independently owned operation that cares about its customers every minute of the day.”

- Lloyd Shepley,

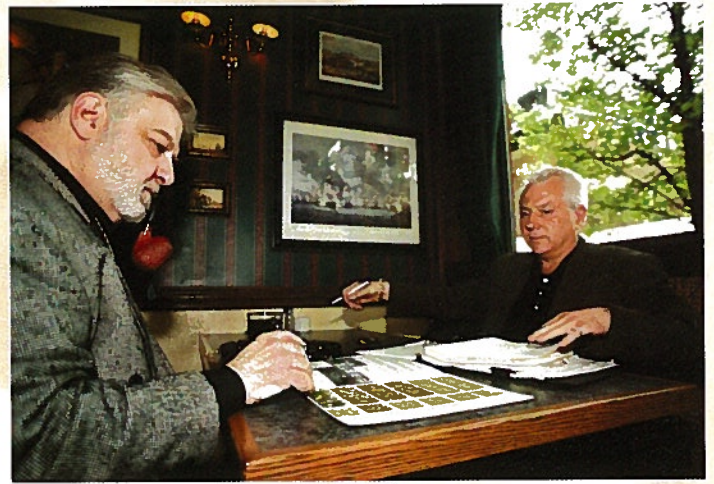
Owner/General Manager,

Bedell's Essex Foodservice Distributors.

THE TESTIMONIALS

“Our success begins with and endures because of strong partnerships and Bedell’s London has become an integral component of our operations. As we continue to develop and introduce new concepts, it is encouraging to know that we have the expertise and experience of the Bedell’s London team working with us. Bob Drake and Luiz Dos Remedios have developed a passion for delivering real ‘genuine’ customer service...and no one can beat their skilled sales reps and expedient delivery drivers.”
- Joe Kiefer, Food & Beverage Services Manager, Western Fair Association, London, Ontario.

“Our association with Bedell’s began in 1980, and to this day they remain our key supplier. From the delivery staff to the President, their cooperation and understanding of our needs are without parallel. With 55 years in fine dining, we have had



ample time for comparison. That’s why we chose the all-star team at Bedell’s.” - Bill Rossini, Rossini’s Restaurant, Chatham, Ontario.

“If you are in a bind, Bedell’s is there...with sales representatives that go to extraordinary lengths to service us. Bedell’s is in the elite league of suppliers...allowing us peace of mind and the opportunity to focus on our commitments to our patrons. In two words, they’re great!” - Thom Racovitis, TBQ Restaurants, Windsor, Ontario.

“Being a growing restaurant located outside of the urban area, it is important to have quality, consistency and value in a food supplier. Bedell’s goes





beyond these criteria every time with personal service like no other.” - James Eddington, Eddington’s of Exeter, Ontario.

“From the first day our family opened our restaurant over 23 years ago, Bedell’s has been our supplier. The reason for our long relationship is that the entire Bedell’s team will always go the extra mile. We take great pride in what we serve and we can trust that Bedell’s will always deliver the quality we demand. I truly believe the staff of Bedell’s are the best in the business.” - Tom Paraskevopoulos, Smitty’s Family Restaurant, Chatham, Ontario.

“Bedell’s has lived up to (our) expectations and, on occasion, has surpassed them. The people are

well versed and very efficient. They provide excellent product, fair pricing and wonderful service. They give a good local flavour to our restaurants. That’s important, because it seems that pretty soon you will have to call Toronto for everything.” - Grace Zec, Duffy’s Tavern and Motor Inn, Windsor, Ontario.

“With all the purchasing options in today’s marketplace, it means a lot to have a distributor who treats you like a business partner, not (like) a customer number. Bedell’s is a growing Canadian owned and operated company that hasn’t forgotten its roots with a professional, knowledgeable sales staff, quality products and a top notch service right through to delivery. In short, we are very pleased to do business with Bedell’s and highly recommend them.” - Jim White, New Sarum Family Restaurant, New Sarum, Ontario.



THE AWARDS

It takes a special kind of company to become the number one food distributor in Chatham-Kent and Essex. However, it takes an extraordinary company to win the "Supplier's Choice Award" at the annual Associated Foodservice Distributors (AFD) ceremony in Orlando Florida. As the most prestigious awards ceremony in the industry, the event draws hundreds of distributors together with hundreds of top manufacturers voting for excellence in food distribution.

In the history of the AFD ceremony "Sell A Rama," only one company has ever been honored two consecutive years in a row with the "Suppliers Choice Award." That company is Bedell's.



"Suppliers Choice Award"
AFD Distributor of the Year
2000

Bedell's

*2000 AFD Distributor of the Year: Bedell's Foodservice Distributors.
2001 AFD Distributor of the Year: Bedell's Foodservice Distributors.
2002 AFD Buying Department of the Year: Bedell's Foodservice Distributors.
2003 AFD Distributor of the Year: Bedell's Foodservice Distributors.*

THE SPONSORSHIPS

It is Bedell's belief that the greatest reward comes from helping the communities that have made the company's success possible. As such, Bedell's and its staff are proud to support the following charitable organizations:

- Alzheimer Society
- Arthritis Society
- Canadian Cancer Society
- Chatham-Kent Alzheimer Society
- Chatham-Kent Big Sisters
- Chatham-Kent Community Foundation
- Chatham-Kent Family YMCA
- Chatham-Kent Integrated Children Services
- Chatham-Kent Mayors Youth Council
- Child Can
- Family Service Kent
- Heart and Stroke Foundation
- Huron House Boy's Home, Sarnia
- Lambton County Developmental Services
- Lambton County Association for the Mentally Handicapped
- Liver Society
- Lupus Society
- OPP Fund Raisers
- The Nil Zec Memorial Foundation for Lupus, Windsor
- The Carlo Rossini Memorial Foundation for Diabetes, Chatham
- United Way
- Wallaceburg and Sydenham District Association for Community Living
- We Care for Kids Campaign
- Westover Foundation
- Windsor Essex County Medical, Children Services
- Windsor Police Fund Raiser



OUR PEOPLE ARE OUR BUSINESS



London Office



Dover Office



Sales Staff



Windsor Office



Product Knowledge



The Meat Men



Windsor Day Crew



London Day Crew



Dover Nights



Dover Day Crew



Dover Drivers



Windsor Night Hawks

Bedell's

FOODSERVICE DISTRIBUTORS

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Fax: 519.351.9698

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Fax: 519.737.9442

**BEDELL'S LONDON FOODSERVICE
DISTRIBUTORS INC.**

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Fax: 519.680.1953


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