



FOR IMMEDIATE RELEASE

Jake's Finer Foods Unveils Redesigned Corporate Website

New Site Features Enhanced Customer Communication and Social Media Interface

(Houston, November 30, 2009) – Jake's Finer Foods announced today that it has successfully launched its newly-designed corporate website at www.jakesfinerfoods.com. The new site, designed by Houston-based marketing and design firm, [The Marion Group](#), features a distinctive look for the Jake's brand and an appealing, easy-to-navigate design that encourages new visitors to learn more about Jake's diverse service offerings, and provides a wealth of information and services to Jake's existing customers.

In development for most of 2009, the new site was intricately designed to highlight the varied benefits that Jake's provides to its customers. The diversity of Jake's customer base is reflected in four distinct business segment buttons, drawing retail customers to information that is most pertinent to them, while doing the same for multi-unit, independent and international customers as well.

According to Kevin Ullrich, vice-president of Sales and Marketing for Jake's, "The site is designed to tie together all of our marketing efforts in other mediums, and present it to our customers as a unified resource for servicing their restaurant operation or retail foodservice organization. We feature an online ordering interface, cross-promotion with our social media platforms such as our [Facebook page](#), and links to valuable market information through our buying co-operative, [UniPro](#). Our intention is to give operators a single source for product and industry information, bringing much more value than the typical foodservice distributor offers."

Additionally, the home page showcases a "feature button" directly in the center of the home page that attracts web visitors to the latest news and events at Jake's. Ullrich continues, "The addition of the feature button was a key distinguishing factor for our new home page. Currently, the button promotes our upcoming move to our new state-of-the-art distribution facility – a move which will exponentially expand our capabilities in servicing both new and existing customers. In the future, that button will be used to promote special offers and events, such as our annual Food Show. These are things we don't want our customers to miss."

Future enhancements to the site are planned to include a "Request a Culinary Specialist" form for private meetings with Jake's on-staff culinary experts, the addition of an online Point-Of-Sale collateral archive, and an RSS feed that will link to real-time market updates and critical information for restaurant operators.

About Jake's Finer Foods

Jake's is a leading distributor of over 7,500 foodservice products and hundreds of years of experience in [Quality, Service and Solutions](#). Since 1946, Jake's Finer Foods has been a family-owned, full-line foodservice distributor and restaurant supply company delivering quality food, great value and exceptional service to foodservice providers and restaurants in Texas and western Louisiana.



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