

TAUNTON SUNDAY GAZETTE
BUSINESS

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Here's the beef

Gazette Staff Reports

TAUNTON — AGAR, New England's largest, independent food service distributor, announced it will serve as the exclusive supplier of beef and all other meats to Kelly's Roast Beef, creators of "The Original Roast Beef Sandwich." AGAR is located in the Myles Standish Industrial Park.

Kelly's Roast Beef, which has four restaurants in Massachusetts and delivers premium roast beef, seafood and sandwiches, has agreed to utilize AGAR as its sole supplier for all its beef, poultry, frozen food and grocery purchases.

This open-ended contract, with no expiration date, builds upon AGAR's already strong momentum in the industry and fortifies its position as the leading independent retail and foodservice distributor in New England, according to officials with the company.

"We feel we made a great choice in selecting AGAR as our main meat distributor," said Brian McCarthy,

owner of Kelly's Roast Beef. "AGAR has been the New England leader in meat distribution for decades and their ability to meet our unique purchasing needs is unquestioned. This new relationship with AGAR will ensure that Kelly's customers will continue to enjoy high quality roast beef for years to come."

"We are clearly excited to be associated with one of the historic restaurants in the Massachusetts area," said Karen Bressler, CEO of AGAR.

"Kelly's Roast Beef, the inventors of the roast beef sandwich, have been a landmark throughout Massachusetts for more than 50 years. We feel we are a perfect fit for Kelly's because no other distributor in New England has the broad line of meats that AGAR offers. We look forward to delivering all the

meat and grocery products needed to all four Kelly's restaurants."

AGAR offers one of the most diverse foodservice product lines in New England. Rooted in the meat and seafood industry, AGAR has expanded to offer broadline foodservice, emphasizing national brands and superior value. Expert advice about ways to improve profitability is the company's nature.



Courtesy photo

AGAR, New England's largest independent food service distributor, is now the exclusive supplier of beef to Kelly's Roast Beef.