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AGAR HIRES NEW CORPORATE EXECUTIVE CHEF



TAUNTON, MA (March 5) – Chef Jeffrey Merry was hired by AGAR Supply Co., Inc., here to be its corporate executive chef, the distributorship announced.

Merry, a Natick, MA, resident, will work closely with independent operators, helping them with menu solutions and cost-cutting resolutions to assist them in becoming more profitable. As food costs in the region and beyond become more challenging, Merry's advice and product solutions will prove to be an invaluable advantage to independent restaurant operators, helping them put more value on the plate, the company said.



JEFFREY MERRY

A majority of F.A.B.-member AGAR's customers are independent restaurants and providing them with the same resources as bigger chain restaurants is Merry's main goal, the company noted. He will also work on educating the company's customers on other product offerings the company stocks and help independent owners make profitable decisions.

"Chef Merry has already proved to be a true asset, not only to AGAR, but to the many customers we have here," stated Karen Bressler, president and ceo of the ID Top 50 company. "Customers are already calling to set up appointments with Chef Merry. Many independent operators do not have the resources available to them such as test kitchens commonly seen in bigger chains. Chef Merry will give these independents restaurants an edge when coming up with great menu solutions. Chef Merry will truly advocate for the success of the independent restaurant."

Merry is a 25-year veteran of the foodservice industry. He has served as executive chef at three hotels in the greater Boston area and beyond and most recently served as director of food and beverage at the Crowne Plaza Hotel, in Natick, MA. Chef Merry has also served as a chef instructor at Newbury College in Brookline, MA, training hundreds of students to enter a culinary career.

He has earned many industry awards during his career including the Peabody Hotel Group Culinary Leadership Award in 1996, Manager of the Year by "Executive Chef," the IHG "Best of the Best" Food & Beverage Director of the Year, Crowne Plaza Americas and Manager of the Year by "Director of Food and Beverage."

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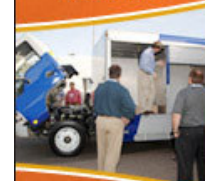
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