

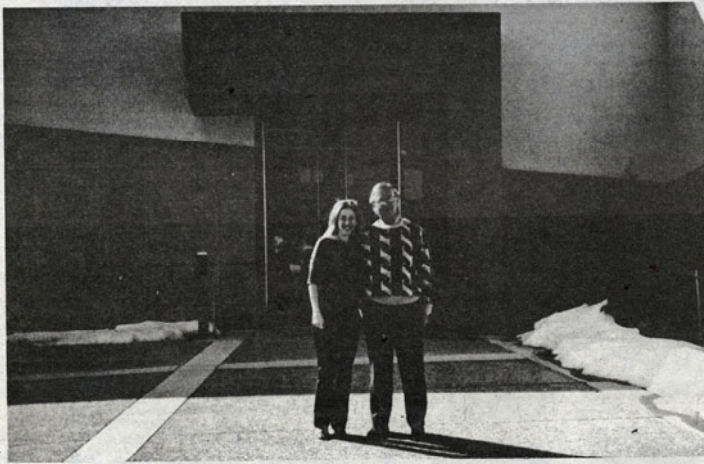
Agar's Massive New Facility Heralds a Broadline

Agar Supply Co. has always been the top-notch distributor of the best center-of-the-plate commodities—meats, seafood, poultry, and especially shrimp—in the New England market. Over the past 60 years, Agar has succeeded by advising customers on what commodities to buy, when to buy them, and how to receive a good value. The high volume and experience ensures freshness and quality products. Now Agar is applying its expertise to a much larger endeavor that will reap vast rewards for its current and future customers.

"We built this new building in Taunton because we know the customer is looking for something different, and Agar has always been unique," said

Business consolidation has left the broadline distribution market with only a few massive, publicly held companies serving New England. The industry lacks an independent distributor focused more on customer satisfaction than quarterly shareholder reports. Agar has stepped into that gap as an independent, family-owned broadline distributor committed to serving the needs of its customers.

"Our advantage is that we're already established as the best commodities company in New England," said Agar Vice President of Foodservice, Dan McDonald. "We are where all the big guys want to be when it comes to commodities. Now we have built a management team skilled in broadline distribution. We can offer everything the national



Agar Executive Vice President and CEO-elect, Karen Bressler. "We're taking that concept of being advisers to the retail and food service industries and applying it to a much wider range of products. We realized that as long as we are taking care of our customers on the center-of-the-plate items, we should expand our product line and be a one-stop shop. Our retail accounts historically have relied upon our expertise when they call Agar. They are very close to the buyers, either directly or speaking to someone sitting next to that product buyer. All pulses are on the market."

distributors offer, but we're a privately owned, entrepreneurial company that is more flexible and more in tune with our customers."

"Our customers are too busy running their businesses to negotiate with three different distributors on a couple of hundred different items," Bressler said. "One of the things our customers love about us is that when they call in here they feel very close to the source. The nationals have buyers sitting in offices across the country who don't understand our regional markets or pricing. We're committed to our customers' success."

An Open Invitation to Join the Agar Team

There is no doubt that Agar is a growing company. The company has moved to a new location, expanded its focus beyond commodities to include broadline foodservice, added many new employees, and converted to a new computer system to support future growth.

"From this new facility, we can grow and operate more efficiently, and we can pass on the operational and financial benefits to our customers," said Karen Bressler. "Sometimes our customers see our building and think we're getting too big for them. I tell them that we're never too big for them. If they choose us as their primary supplier, we make a commitment to them. If a customer becomes important to their distributor, they're really doing the best thing they can for themselves because they are ensuring vendor support."

Bressler said she is confident that Agar is the best distributor in New England. She feels she has the most efficient facility and the best team of employees in place to set a standard of service that no other distributor can hope to match.

"My message to everyone is this: come on over and give us a try," Bressler said. "We are listening to you, we hear you, and that's why we built this facility for you. We have a collection of people who have come here from other companies and brought what they know with them, and people who have helped build the company from the beginning. It's a highly functional coordination of people and talent. That makes us different, and offers the customer something they can't get anywhere else."

Agar's New Building at a Glance

Purpose — Provide an independent, one-stop retail and foodservice broadline distribution company.

Size — 285,000 square feet, 100 percent U.S.D.A. inspected.

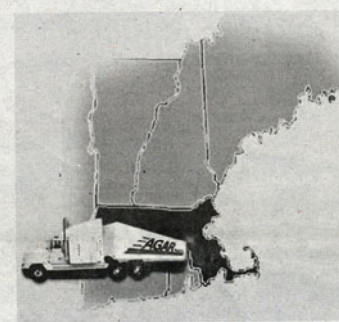
Number of Truck Bays — 32.

Features — Separate refrigeration temperatures for meat, poultry, processed food, fish and produce; large freezer and dry storage areas.

Expansion capabilities — Extensive vertical and horizontal capabilities.

Benefit — Provides longer product shelf-life utilizing hyper-efficient design and equipment.

Interior space — A unique office designed for communication and to enhance the Agar team's creativity.



A Brief Family History of Agar

Karl Bressler started Agar 60 years ago by selling cuts of meat to Chinese restaurants. Many Chinese restaurant owners didn't know how to acquire the special cuts of pork they required. Karl Bressler established a niche for himself by developing specialized cuts of meat suited to the dishes served in Chinese restaurants. Twenty years after Karl started the business, his son Alan took over. With his incredible entrepreneurial skills, Alan expanded Agar's product line and branched out into many other related businesses. All have been sold in the past several years so that the entire focus is on building Agar into the premier distribution company in New England and surrounding areas. Mr. Bressler is preparing to retire and hold title as Chairman of the Board. His daughter, Karen Bressler, will take over as the company's CEO in 2001.

"Agar is a family business," Karen Bressler said. "Karl started it, and supported his family. Alan's vision guided the business toward stability, growth, and professionalism. The goal is to build a premier business for growth into the future through innovation, serving changing markets and customers changing needs."