

# 2024 | COMPANY PROFILE



Food Sourcing Solutions

# ABOUT US

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Broccoli Associates was founded in 1993 with the primary role as a Brokerage Company representing protein manufacturer's products to Re-distributors and Retail store chains throughout the Northeast. In 1999, as a result of more calls coming in, we began operating a second side of our business as a wholesale food trader helping Food Banks source products, primarily of which were protein, 'center plate' products.

Over the years we have invested in building a strong foundation which has allowed us to grow in a controlled, calculated way which we believe is vital for the longevity of any service-oriented business. Our reputation spread organically through word-of-mouth by our customers and year by year, the number of Food Banks we work with has increased. We continue to add new product lines and increase our work force which has allowed us to increase our capability and broaden our product selection. We are family owned and operated, and with over three generations in the industry, we eat, sleep and breathe the Food Industry.



## OUR PHILOSOPHY

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We stand by every product we distribute. In order to make this possible, we have surrounded ourselves with manufacturers and distributors that allow us to service our customers with integrity. With their partnership, we are able to service the 48 contiguous states.

We consider all of our customers – Food Service, Retail and non-for-profit organizations – as part of the family and we strive on setting the highest standard of customer service.

We look forward to working with you and having you become part of the Broccoli Associates family.



# WHY CHOOSE US?

## THE COMPETITIVE ADVANTAGE

### Experience

- Over 30 years of industry knowledge
- Product guarantee on every item sold
- Specializing in contract pricing, bid quotes
- Payment in 14 days or less

- Relationships with over 30+ major packers
- Work with over 80 +Food Banks
- Servicing all 48 contiguous states

### Partnerships

### Personalized

- Conduct in-house cuttings and product demos
- Personalized service with each customer
- Custom Box Program with personalized label
- Offer a wide range of products, from proteins to custom packing to cost effective options



# OUR PRODUCTS

**Broccoli Associates offers a comprehensive product line of more than 350 items in 30 different categories.**

- Retail Ready Products for direct to end user distribution
- Food Service Products for kitchens and commissaries
- Value Added and Nutrition Conscious products to meets the needs of any budget or dietary restrictions

## Proteins

- Beef
- Poultry
- Pork
- Seafood
- Packaged Meats

## Dry Goods

- Pasta
- Juice
- Canned Fruit & Vegetables
- Canned proteins
- Dry Beans
- Cereal

## Dairy

- Sliced, Bar or Shredded Cheese
- Yogurt
- UHT Milk
- Butter & Margarine

## Frozen Fruits & Veggies

- 1 lb. Retail Bagged Fruit
- 1 lb. Retail Bagged Veggies
- Custom retail packing options

## VIEW OUR NEW WEBSITE !

We are proud to launch our newest version of our Website!  
**[www.broccoliassociates.com](http://www.broccoliassociates.com)**

## NOW FEATURES OUR PRODUCT ORDERING FORM

The Ordering Form will now be available from our Website on the 'Product' Tab.  
**[www.broccoliassociates.com/products](http://www.broccoliassociates.com/products)**

Click the 'Price List' button and enter the password shown below.  
The password for access to our Ordering Form is through the website is - **broccoli24**

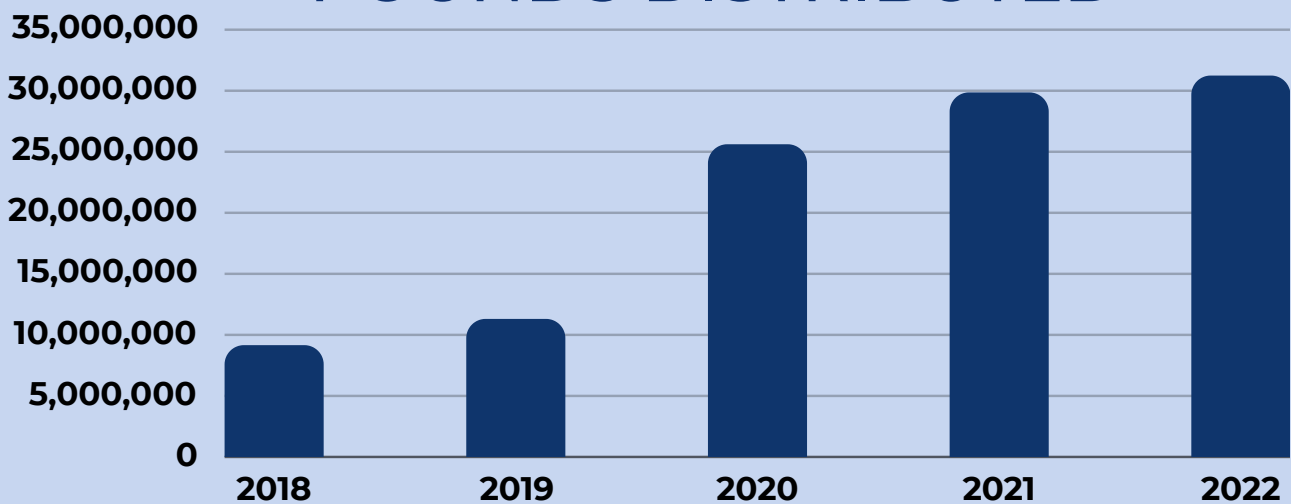




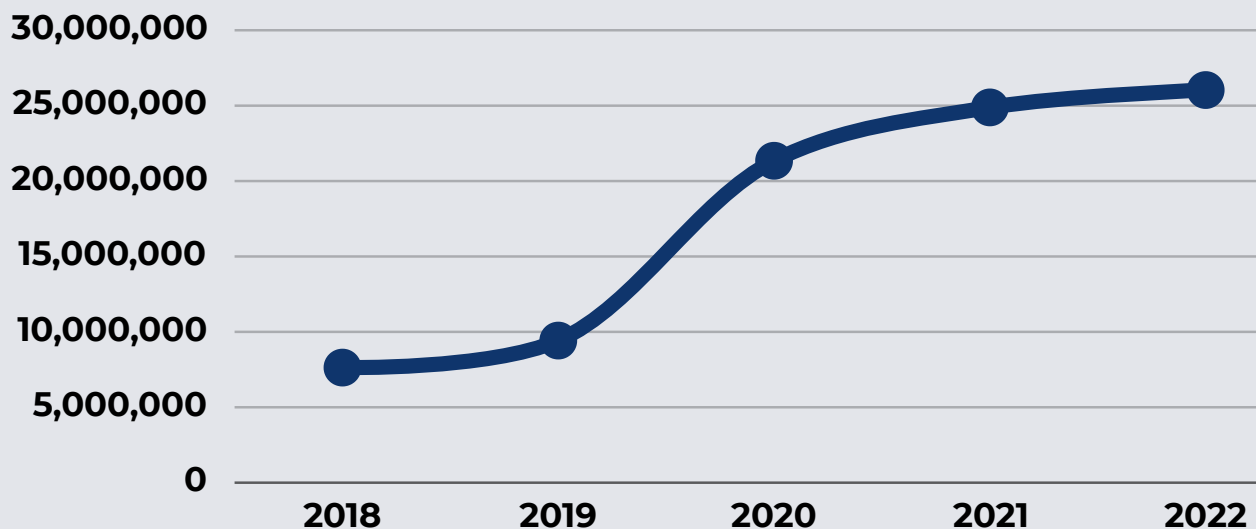
# OVER THE YEARS

In the last five years Broccoli Associates has shown steady growth pounds distributed but a large increase in the number of overall accounts. We have also gained significant partnerships with key distributors and strategic manufactures throughout the country.

## POUNDS DISTRIBUTED



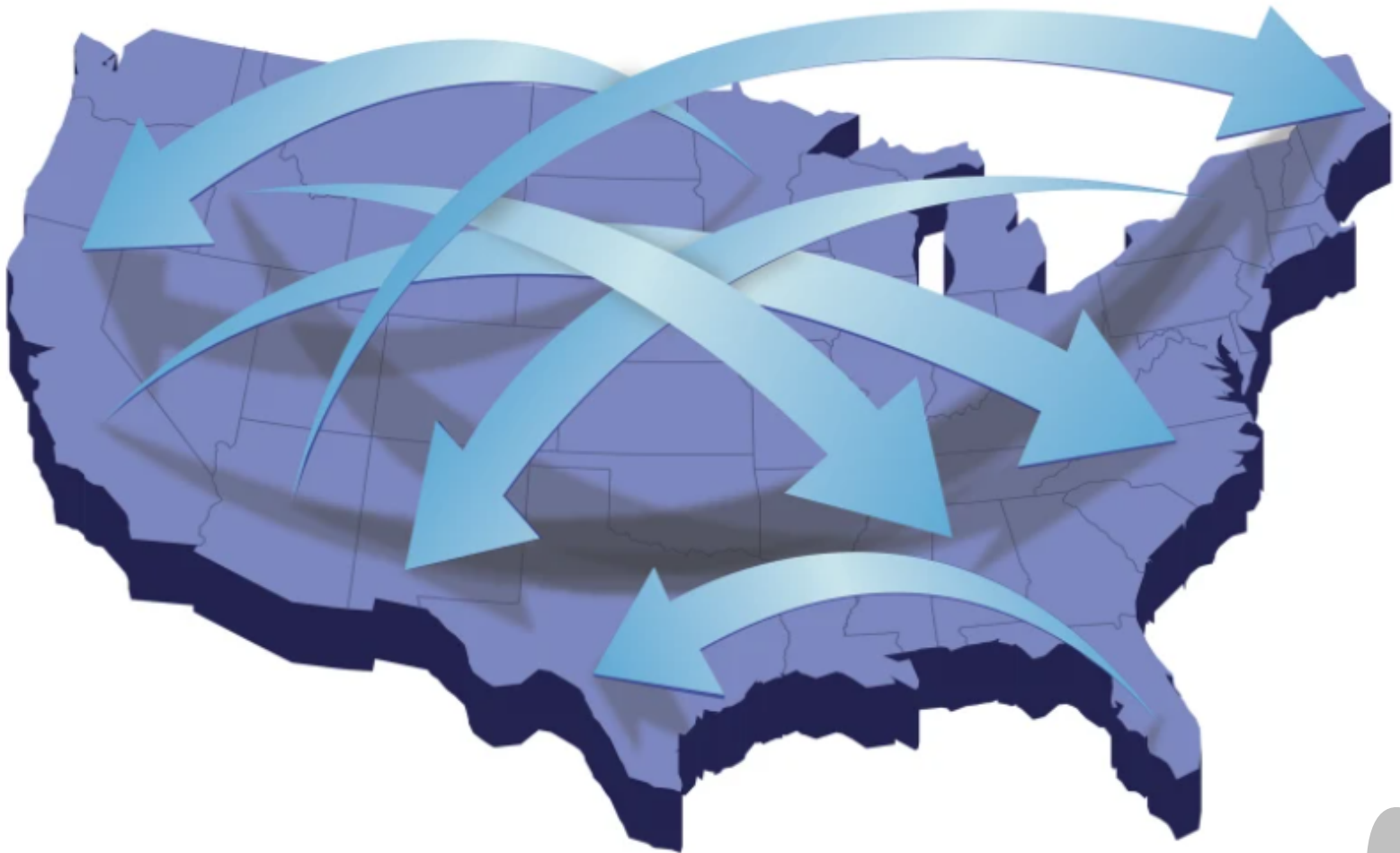
## MEALS DISTRIBUTED





# OUR PARTNERS

At present, our outreach extends to over 80+ Food Banks, made possible through our efficient collaboration with strategic distribution partners and well-equipped warehouses nationwide. This strategic network enables us to seamlessly deliver support where it is needed most, ensuring a widespread impact in the fight against hunger.



# TESTIMONIALS

You have a couple of good “employees” on your team and I enjoy working with them. I have worked with a lot of different companies and yours is one of the best. A lot of other people disappeared on us during this pandemic, or suddenly changed the way they wanted to do business. You, RJ, and Chris have done the opposite. You have stepped up and helped us and it has been great.

**Rod McGuire - Director of Food Resources**



**Greater Cleveland  
Food Bank**



The St Pete Free Clinic needs Ground Turkey or Chicken on a monthly basis, despite the ever changing market conditions, Covid-19, Avian Flu, etc. That Broccoli Associates searches high and low to find us product. Helping the St Pete Free Clinic keep our Food Bank and Pantry shelves stocked and running without interruptions so we continue providing quality foods to those in need.

**Mario Da Silva - Food Programs & Procurement Coordinator**

Broccoli Associates customer service is unmatched. When they state availability and pricing on an item it doesn't change. Their on time delivery record is exceptional. Year after year they have the best pricing on Thanksgiving turkeys and are willing to lock the pricing in early allowing us to budget efficiently. I have worked with BA for two plus decades and compared pricing to many other companies and time after time they are the best choice especially for protein items.

**Ann Cote - Food Procurement Manager**



Broccoli Associates has by far the best customer service that I deal with. They are always quick to respond and have the answers that I need to make my decisions. Their pricing is always competitive and usually beats their competition on many key items that are popular throughout the food banking industry.

**Dan O'Neill - Director of Purchasing**

The Broccoli Associates team does a wonderful job to help the Food Bank meet product needs and price points across a wide range of meat, dairy, dry, and frozen categories. They're not just suppliers but also valued friends who truly care about helping us provide the best possible food to our neighbors in need.

**Joanne Dwyer - Director of Food Industry Relations**



**Regional  
Food Bank**  
OF NORTHEASTERN NEW YORK



# MEET THE BROCCOLI TEAM



**CHRIS BROCCOLI**

Chief Financial Officer



**RICHARD BROCCOLI**

President & CEO



**GRAHAM MITCHELL**

Operations Manager



**DANIEL BOWENS**

Accounting Manager



**ERIN GALAVOTTI**

Sales Coordinator



**AUSTIN LAMAITIS**

Sales Coordinator

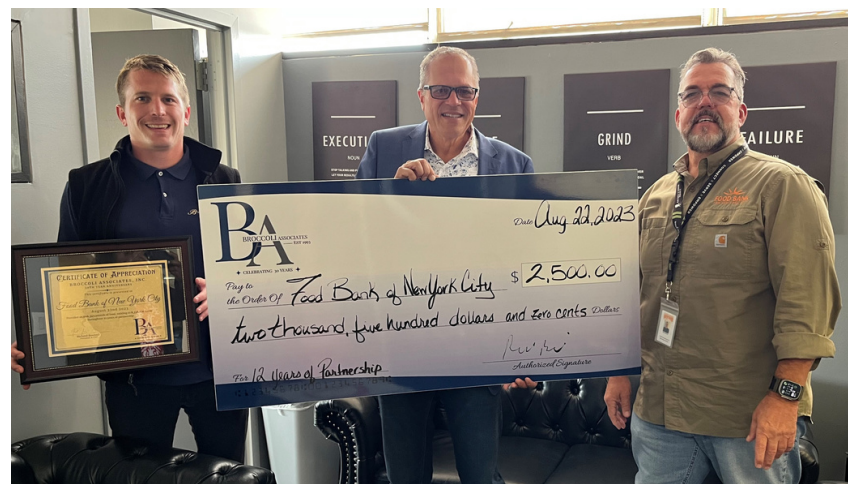


# The Broccoli Team

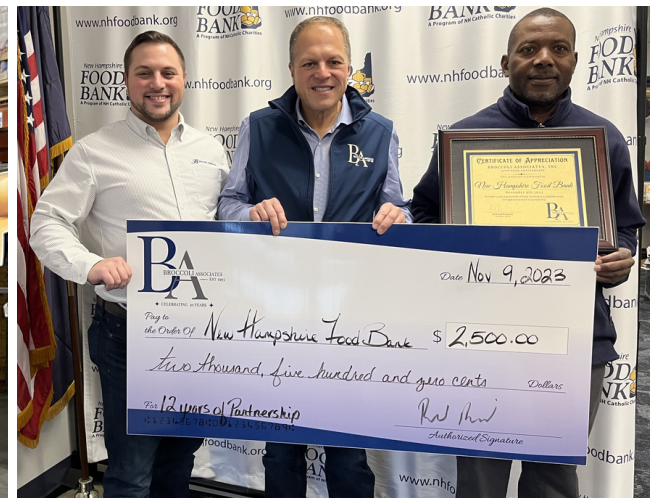
# Giving Back in 2023

In 2023 Broccoli Associates celebrated our 30th anniversary in business! We are both proud and grateful for the partnerships we have formed with so many Food Banks across the nation over the years.

As part of our celebration, we have decided to give back directly to the communities responsible for helping us not only establish and grow our business but made it possible for us to continue expanding and help others outside your communities. It has truly been a Team effort and we Thank you. To mark 30 years, we donated a total of \$30,000.00 dispersed evenly among those who have been instrumental in our growth.





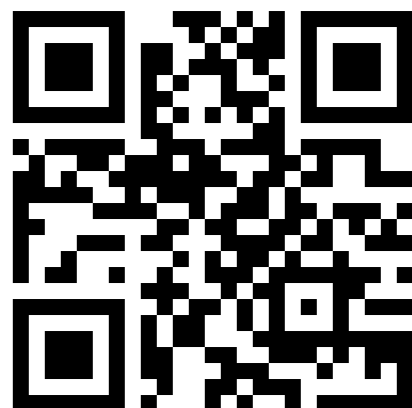


Thank you

# NOTES

Handwriting practice lines consisting of 20 horizontal dashed lines.

We thank you for  
your interest and  
future partnership.



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