



go **RED**

Food Service Consulting & Connections, Inc.

FOR IMMEDIATE RELEASE

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**Introducing Go-RED Food Service Consulting & Connections, Inc.,**

A Foodservice Consulting Company based in the greater Phoenix, AZ- July 7, 2011

Elisa Verhille, a 15-year foodservice veteran offers a blend of classical and customer marketing along with direct sales experience. If you are looking for seasoned support with your strategic marketing and tactical sales plans, Go-RED can help put your go-to-market actions on the right track. Verhille has over 60 new products to her credit in the retail, C-Store to Foodservice segments and can analyze your mix to fit the needs of your target. With 15 years of involvement with the College & University market and over 10 years in other non-commercial segments, Go-RED can provide unique insights to your sales and marketing mix. Success at the operator level is critical and you can increase your success rate by utilizing Operator Advisory Boards. By having the right mix of operators, you can make your new products better, promotions more effective and advertising more impactful. Let Go-RED put the right group together and manage the short or long term conversation for you. When you want to get into or further extend your non-commercial reach, GO-RED.

Go-RED Food Service Consulting & Connections, Inc. specializes in helping companies maximize their impact in the non-commercial foodservice segments For more information, contact Elisa Verhille at (925) 285-6675 or [elisa@go-redconsult.com](mailto:elisa@go-redconsult.com).