







## INNOVATIVE FOOD SERVICE SOLUTIONS

For more than 15 years, Independent Marketing Alliance (**IMA**) has provided innovative food service solutions through the largest network of independently operated food service distributors. The company provides full service, differentiated, exclusive branded products, volume buying power, superior customer service, local expertise and consultation for food service clients across America.





# BRAND PILLARS

## EXPERTISE

Unquestioned authority of knowledge and wisdom with a keen ability to stand out from a competitive and ever-changing environment.

## INTEGRITY

Uncompromised reliability and trustworthiness in all things, constantly leading to the best possible outcomes for all.

## FOOD PASSION

Authentic enthusiasm for all things related to food, its quality, and enjoyment.

## THOUGHT LEADERSHIP

Uncanny ability and trust for providing insightful trends relating to the food and food service industry.

# OUR MISSION

We leverage insights to differentiate and create value with integrity, working with our members to distinguish them as the best in the food service industry.

## COMPANY VALUES

### INTEGRITY

Do what we say we'll do.

### OWNERSHIP

Be solution oriented.

### VALUE

Deliver value every day.

### IMAGINE MORE

Restless dissatisfaction.

### TEAMWORK

Collaborate and celebrate.



# OUR VISION

In everything we do, we believe in providing innovative and effective solutions for our members; applying business planning, negotiation, and brand expertise; and delivering thought leadership to advocate on their behalf so they can deliver superior top line and bottom line results. We pride ourselves on negotiating with integrity by guaranteeing case volume and follow through on our members' commitments. Our brand stewardship creates exceptional brands, quality tiers, and consistency that our members' sales force can confidently rely on to sell more. In addition, it provides the trust and reliability operators demand when purchasing our Ebrand products.

# HISTORY

IMA was founded in 2001 so its members could pool their resources to compete with the combined strength of a national entity while retaining their independence. But prior to that idea, our foundation was set by IMA's members, whose history reaches back into great family businesses in American food service. Each of our member companies started with their own niche, then each independently grew into strong, regional distributors.

Today, IMA's results speak volumes. IMA members now deliver from more than 70 warehouse distribution centers across the United States, employing thousands, and achieving approximately \$22 billion in combined sales revenue. While we compete daily to sell our products across the country, we continue to develop new and innovative products to support the needs of our customer base resulting in greater opportunities in all business segments.

We offer exclusive brands in categories of food and non-food products relied upon by the restaurant and hospitality industries. True to its members' histories and single visionary idea, IMA's future looks stronger than ever.





# EXCLUSIVE BRANDS





*"Our partnership with IMA has been one of our greatest success stories of the past 5 years."*

- Seafood Supplier

*"Our collaborative relationship with IMA has been a key contributor to our mutual success."*

- Poultry Supplier

*"The ability to market our branded products with exclusive brands has opened doors for our team."*

- COP Supplier

*"IMA helps us build a meaningful differentiation between ourselves and our competitors."*

- Reinhart Foodservice

*"Working with the IMA team always makes us better."*

- Food Services of America

*"IMA gives us the ability to offer superior quality products at a value price"*

- Maines Paper and Food Service



For additional information, visit us on the web.  
[imafoodservice.com](http://imafoodservice.com)