



# NEWSBRIEF

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## **“Hawaii Update: Expansion Continues”**

**Contributed by Rick Page**

CPFD's Hawaii Distribution program continues to expand. In 2009 saw the number of cases shipped increase by over 8% with the addition of over 40 semi-perishable accounts that joined the winning CPFD team since June. With the addition of perishable distribution, effective 16 January 2010 is set to be another strong growth year. We now distribute for over 300 contracts and 5100 line items for Hawaii commissaries making CPFD their second largest distributor. Our growth rate in Hawaii can get even better, with the continued strong efforts of the CPFD team - from Procurement, to Accounting, to the Stockton D.C., to the Customer Service team - all have contributed to deliver the best fill rates of any Hawaii distributor and outstanding customer service for manufacturers, brokers and commissaries! We have just added a second Field Customer Service Representative for Hawaii: Maribel Alarcon. Maribel will join Tom Doyle in serving our Hawaii customers. Bottom line; CPFD is on the move in Hawaii!