



Preferred MARKETING — GROUP —

Representing your “preferred” brands of foodservice equipment and supplies

History

Preferred Marketing Group was founded in 1984 by Bill Fero and Charlie Watterman; serving the Southern California and Southern Nevada markets. They started with two lines and quickly were given the opportunity to represent some of the industry's top brands, which are still represented by the Preferred Marketing Group today. Jeff Couch purchased Preferred Marketing in 2001. Jeff had previously been the Vice President of Sales and Marketing for Garland/US Range. Since taking the reins at Preferred Marketing, Jeff has significantly grown both overall sales and the Preferred Marketing Group's marketing territory. Preferred Marketing now serves all of California and Nevada.

Many of Preferred Marketing's team members have been with the company for twenty years plus. Preferred Marketing boasts a sales force with a combined industry experience of more than two hundred years, and backgrounds in

engineering, consulting, foodservice dealers and the culinary arts; both as chefs and owner/operators. Customer Care support has always been a focus, equal in significance to our outside sales efforts.

Preferred Marketing's centrally located and company owned facility sets a new standard in state-of-the-art Culinary Labs and Education Centers. This multi-use building features 4,000 square feet of offices completely outfitted with the latest technologies. In addition there is a 6,000 square foot, dedicated multi media Education Center combined with a fully functional Culinary Lab/Training Kitchen. This kitchen can accommodate any equipment under it's 16 feet of the latest hood technologies; and has played host to dozens of national chains for menu development, equipment testing, time and motion studies and full-scale kitchen mock-ups.



**Preferred
MARKETING
GROUP**

Preferred Marketing represents lines that continue to build on it's core foundation of finding solutions for it's customers and over 60% of the brands represented have consistently been represented by Preferred Marketing for over 30 years. In 2016, Preferred Marketing became a member of Paradigm, who creates demand and delivers proven results through best-in-class people, facilities, systems and resources. Today Preferred Marketing continues to represent the industries very best brands and ensures their customers are delighted.

“ Jeff, your Preferred Marketing Group team showed remarkable creativity and innovation in assisting us to achieve increased throughput in our kitchens with a smaller footprint, reduced ticket times. We are very excited to continue working together. ”

Greg Dollarhyde, CEO,
Veggie Grill

“ We have enjoyed a great working relationship with Preferred Marketing Group. They are proactive in insuring we are up to date on new equipment and systems and solving any issues that arise on our projects. We look forward to a long and enduring professional relationship with their organization. ”

Larry Lanier, President, FCSI, CFSP,
Laschober+Sovich, Inc.

“ Preferred Marketing Group is one of my best groups to work with. They are very professional and work closely with me to create strategic plans to grow our business. They understand what it takes to gain market share and create organic growth. ”

Todd Clem, Director of Dealer Development
Globe Food Equipment Co.

i5 – The Preferred Intelligent 5 Drivers of Business



Preferred Representation Systems and Services that support the best representation.

1. Engineering **PROFITABLE** solutions.
2. Providing total market access for every **Preferred Marketing PRINCIPAL**.
3. Using the Pareto Principle for aggressively managed **SALES PERFORMANCE**.
4. Capitalizing on technological superiority exercised at every opportunity; this is the **Preferred Marketing Group FOCUSED 5**.
5. **INTEGRATING** team centered management to maximize the results of multiple market penetration.

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Service Territory



-  Culinary Center
-  Test Kitchen

“ Preferred has been representing Advance Tabco since 1994. For 20 years Preferred has done an outstanding job of changing with the market, the economy and the evolution of Advance Tabco into the market leadership position we occupy today. Preferred Marketing actively seeks out opportunities for Advance Tabco in both traditional and non-traditional market segments. The staff at Preferred, both in the field and their office support, are pleasant, knowledgeable and persistent. We are pleased to have Preferred Marketing represent Advance Tabco. ”

Al Alderman, Vice-President,
Advance Tabco

“ Preferred Marketing Group has been an outstanding representative of our brand for many years. They are leading edge in their knowledge and application of foodservice equipment that results in the highest quality of taste of the food and most efficient method of execution to cook that product. Their culinary lab has been used on many occasions by our sales team and customers to test and develop new menu items to the delight of all. Preferred Marketing is an asset to our company and the industry! ”

Gary Dykstra,
Vice President General Market Sales
Manitowoc Foodservice

“ Preferred Marketing Group is the only culinary lab we use to develop our new menu items. The staff is able to provide real world experience. Their knowledge of new cooking techniques and equipment are second to none. ”

Chef Joseph Gillard, Corporate Executive Chef
Alliant Foods



“ Caddy Corporation has been lucky enough to be represented by Preferred Marketing Group for seven years. Preferred Marketing's cultivation and maintenance of industry relationships have allowed us to grow our market share on the West Coast. Everyone from Preferred Marketing Group's office staff to the account managers exudes pure class and professionalism. ”

Brad Wallace, Regional Sales Manager
Caddy Corporation

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Engineered Solutions

**Tired of Excess Labor?
Spending too Much on Energy?
Food Waste – Holding a Problem?
Ticket Times Too Long?**

Preferred Marketing Group can help with all of the above. Our centrally located 4000 square foot Education Center and Culinary Lab has helped many customers solve these problems and more.

We offer simplified time and motion analysis, menu process re-development through new equipment technologies that will save labor, time and energy. Our team and the brands we represent are dedicated to helping you achieve your goals.

In addition our Education Center hosts several factory sales and service seminars to keep the channel educated on the current technology. Our facility is available to you to train, teach or test.

“ Preferred Marketing Group provides an invaluable partnering relationship with DMH. Providing equipment expertise, knowledge and, of crucial importance – timely follow through, we will continue to depend on and utilize Preferred Marketing s' and their factories' expertise in the coming years. ”

Richard V Dieli, FCSI MA MBA,
Dieli Murawka Howe
Food Service Design Consultants



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20715 Dearborn Street, Chatsworth, CA 91311

Toll Free (800) 292-4764
Phones (818) 998-9292 • (415) 854-6428
Fax (818) 998-9399
Email info@pmgnow.com

www.pmgnow.com

“ Preferred Marketing Group is a hands on company. They have collaborated with us to create custom solutions. Preferred Marketing has proven to be very responsive and proactive. We value our relationship with Preferred Marketing Group and look forward to working together for years to come. ”

Brian Dreeland, VP Construction,
Pick Up Stix

Proud member of MAFSI



A Paradigm Member company

