

Rocky Mountain Division

A Division of InterMountain West

8125 East 88th Avenue, Henderson, Colorado 80640

Phone (303) 301-1226 • Fax (303) 301-6928

DPI Rocky Mountain has been in business since 1956 serving the needs of our customers with state of the art product handling and an experienced and professional staff.

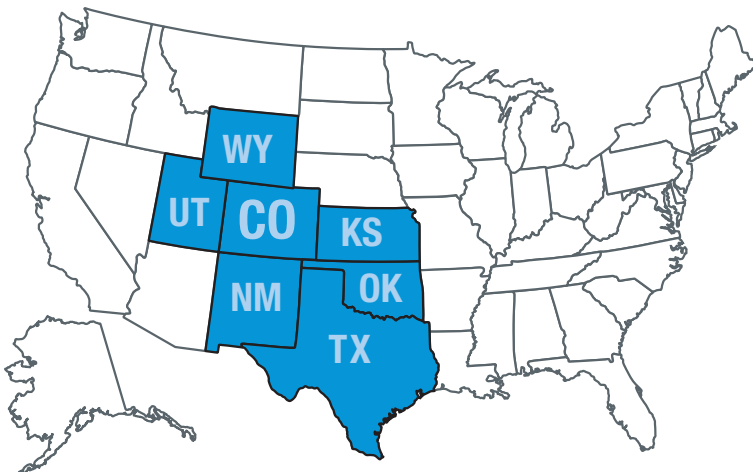
Our strength is our people. To be in business this long you need dedicated and experienced professionals with a customer first mentality. We have taken a leadership role in the specialty grocery distribution industry by providing innovative marketing solutions for perishable foods and multi temperature specialty and natural food products.

We offer our retail partners over 11,000 unique items available to their locations using state of the art product handling and a modern fleet of multi temperature trucks.

We offer a depth of experience in all key areas including sales, service, purchasing and operations.

Our strengths include:

- **Marketing:** Our Sales, Category Management and Account Executives are experienced professionals with years of practical experience in their discipline. We provide innovative marketing and merchandising solutions and strive to be first to market with new programs and ideas.
- **Customer Base:** We serve hundreds of retail locations from the largest of chain store customers to single store independent accounts. Our retail solutions include all facets of retail support from direct store delivery, full service ordering and stocking programs to cross dock warehouse solutions.
- **Distribution Center:** The distribution center located in Denver Colorado offers state of the art order processing, product handling and selection accuracy as expected by our vendor partners and customers alike. Our fleet of trucks are all multi temperature.
- **Purchasing:** Utilizing advanced purchasing technology, our purchasing staff provides an industry leading historic 96% fill rate for our customers. This is unique in our industry and is one of the many facets that set us apart from the competition.
- **Technology:** We are the leaders in grocery technology offering EDI communications, Apollo Space Management, NEX and DEX capable and we provide customized reporting, laptop field sales technology with real time inventories and customized customer authorization capabilities.



COVERAGE

All of Colorado, Wyoming, New Mexico, Utah, Kansas, Oklahoma, Texas

Please contact a DPI Specialty Foods Customer Service Representative for specific delivery coverage information.

Henderson, Colorado

Area of Expertise

Dry, frozen, perishable, non-food products

Categories

Dry and frozen gourmet, kosher, natural/organic, ethnic foods, spices. Perishable products: cheese, specialty deli meats, bakery, dairy case items. Non-food products: sports nutrition, vitamins, herbs, supplements and health & beauty care.

Service Highlights

Effective category management, specialized handling of short shelf life products, including transporting and warehousing perishable products

Year Established

1956

Items/Lines Carried

Over 11,000

Facilities

130,000 total square feet

Freezer

15,000 square feet

Refrigerator

15,000 square feet

Dry Grocery

100,000 square feet

Fleet Size

4 Tractors, 11 Trailers

Rocky Mountain Executives

| | |
|----------------------|---|
| Vaughn Sharp | <i>G.M. of Operations</i> |
| Ralph Howell | <i>Vice President of Sales & Marketing</i> |
| Tracy Harsvik | <i>Director of Sales</i> |
| Gary Elings | <i>Chief Financial Officer</i> |
| Dan Dahm | <i>Vice President of Procurement</i> |
| Joe Moseley | <i>Vice President of Warehouse and Transportation</i> |

www.dpspecialtyfoods.com