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FOR IMMEDIATE RELEASE

## **GOLBON ANNOUNCES STRATEGIC PARTNERSHIP WITH MEAL TICKET**

Boise, Idaho

Golbon, a leading national foodservice buying and marketing group supporting the success of independent distributors, is delighted to announce a strategic partnership with Meal Ticket, a leader in software solutions for the foodservice supply chain. This collaboration is set to deliver unparalleled efficiency and increased profitability to Golbon's extensive network of independent distributor members through access to Meal Ticket's comprehensive suite of SaaS tools.

"Golbon is excited to bring together our independent Distributors and Meal Ticket where both parties are focused on growth, results and technology that competes at a national level. Meal Ticket is fully engaged with our membership and their industry-leading suite of solutions will help our Golbon Members succeed," stated Kevin Wilson, Golbon President.

Meal Ticket's platform offers cutting-edge solutions to enable distributors to track, capture, validate, and report all sales and purchase rebate dollars at the line-item level for effective contract and rebate management and to measure critical business metrics and KPIs through real-time profitability reports. Meal Ticket's platform is designed to transition food distributors and manufacturers from outdated analog systems to a fully automated, software-driven environment. By providing crucial market data visibility, Meal Ticket enhances account penetration, fosters more strategic vendor relationships, and significantly improves profit margins. Now, in partnership with Golbon, Meal Ticket extends these benefits to a wider network.

Additionally, the partnership aims to empower distributors to increase sales and market penetration by converting sales data into actionable analytics, identifying leads for new accounts, and creating strategic marketing initiatives.

"We are thrilled to partner with Golbon to bring our technology to their impressive network of independent distributors," said Wink Jones, CEO of Meal Ticket. "Our goal has always been to revolutionize the food service supply chain by delivering modern, innovative tools to drive efficiency, growth, and profitability. This partnership is a significant milestone towards achieving that goal."

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### **About Golbon**

Golbon is a national foodservice buying and marketing group headquartered in Boise, Idaho. Formed in 1963, Golbon consists of hundreds of leading Distributor Members and Supplier Partners. Golbon Distributor Members take advantage of aggregated purchasing opportunities, personalized service, marketing support, innovative solutions, education, and relationship-building opportunities to drive profit and success across their total business.

For more information about Golbon, visit [www.golbon.com](http://www.golbon.com)

### **About Meal Ticket**

Meal Ticket is a leading software provider in the foodservice supply chain, offering a suite of SaaS products that provide distributors and manufacturers improved visibility into critical market data. The company's solutions enable clients to increase profits that maximize complex earned income programs, target new business, increase sales team efficiency, and simplify operator and supplier engagement. The Meal Ticket suite offers best-in-class business intelligence tools based on extensive industry expertise, backed by convenient ongoing training and support. Meal Ticket was founded in 2011 and is headquartered in Boise, Idaho, with offices in Colorado, Florida, NYC, and Israel.

### **Meal Ticket – Identity**



For more information, visit [www.mealticket.com](http://www.mealticket.com)