

Contact: Bradley Backstrom
Phone: (208) 287-0120
Email: bradley-backstrom@golbon.com
RELEASE

FOR IMMEDIATE

GOLBON SELECTS PEPPER AS PREFERRED ECOMMERCE PLATFORM FOR ITS MEMBERSHIP

Boise, Idaho

Golbon, a leading foodservice buying and marketing group dedicated to the success of independent distributors, is excited to announce a strategic partnership with Pepper, a pioneer in AI enabled solutions for the food distribution industry. This partnership positions Pepper as the preferred ecommerce platform for Golbon's extensive network of Members, reinforcing Golbon's commitment to leveraging cutting-edge technology to enhance distributor success.

Pepper's platform is renowned for its innovative approach to ecommerce, offering personalized shopping experiences, custom order guide management, digital ad experiences, and advanced analytics.

"Embracing technology is key to our Members' success, and our partnership with Pepper exemplifies our commitment to providing them with state-of-the-art tools," said Kevin Wilson, Golbon President. "Pepper's ecommerce platform is not just a tool; it's a game-changer for our Members, empowering them to meet the evolving needs of their customers while driving efficiency and growth."

This partnership will provide Golbon's Members with access to Pepper's technology, enabling them to streamline operations, optimize supply chain management, and enhance customer engagement.

"We are honored to be chosen as the preferred ecommerce platform for Golbon's membership," said Bowie Cheung, CEO and co-founder of Pepper. "This partnership is a testament to our shared vision of driving the food distribution industry forward through innovation. We are excited to work closely with Golbon and its Members to revolutionize how food distribution is conducted online."

#

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