



PASSION PURVEYORS

the green goods distributor

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GUILT-FREE PASSION

Local Entrepreneur Makes Foodservice Green

May 20, 2008, Pacific Grove, CA - At last, local foodservice organizations have an ally. With food and fuel costs rising, minimum wages increasing, a slowing economy and impending polystyrene bans, it may seem that small, local restaurateurs have the deck stacked against them.

“That’s not necessarily the case,” states founding owner of the Pacific Grove-based Passion Purveyors, Carolyn Swanson. She recently launched a green goods distributing company designed to help foodservice organizations in Monterey, Santa Cruz and San Benito Counties. “I have a passion to help restaurants. Our local foodservice is one of the most valuable assets of the Monterey Peninsula and surrounding areas. They just don’t have the time to seek out emerging resources that will help both the environment and their bottom line!”

The Passion Purveyors network is teeming with ways to create less waste and save money. From bringing in third party-funded programs that reduce electricity waste, to organizing quantity discounts on 100% compostable, polystyrene-alternative foodservice packaging, Passion Purveyors makes it easy. They have turned a potentially challenging time for restaurants into a positive one - for both the environment and the restaurant’s bottom line.

“Our clients have experienced *monthly* electricity savings while increasing their customer base through positive marketing. Once a customer knows you are making environmentally responsible choices, they feel good about supporting you. ”

The 29-year old Swanson doesn’t plan on stopping anytime soon. “I think we can all agree that ‘green’ is here to stay - it’s just a question if you want to lead or follow.”

Passion Purveyors is a Pacific Grove-based distributing company (1120 Forest Avenue, #130, Pacific Grove, CA 93950) dedicated to helping foodservice create less waste. Nearly 50 foodservice outlets, from Scotts Valley to Big Sur, are currently benefiting from this network of resources.

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