



**FOR IMMEDIATE USE**

**For more information, contact:**

Kelli Beckel

773-929-7013

kellib@perishablesgroup.com

**PERISHABLES GROUP ADDS RETAIL PROGRAM DIRECTOR**

CHICAGO – June 30, 2010 – The Perishables Group, a national consulting firm specializing in fresh food category management and marketing, recently added Retail Program Director David Wojdyla to the company’s Chicago staff.

As Retail Program Director, David manages all aspects of the Perishables Group’s retail data services and supplier category management program, including critical sales activities and projects with upper-level retail directors, category managers and vendors.

David joins the Perishables Group with extensive experience in defining market challenges, developing solutions, leading strategic programs and leveraging data to identify opportunities and creating actionable solutions.

For the past six years David worked as a management consultant, most recently with Exedient, LLC, where he partnered with clients to identify value creation opportunities through analytics. Having spent considerable time at Information Resources Incorporated, now Symphony IRI, David is well-versed in improving data quality, developing standards, and managing retail accounts.

“David’s focus on profit generation and operations efficiencies is essential to managing the complexities of retailer data and relationships,” said Bruce Axtman, Perishables Group president and CEO. “As our retailer partnerships continue to expand, David’s unique combination of skills will add value for both our company and our clients.”

For more information about the Perishables Group, visit [www.perishablesgroup.com](http://www.perishablesgroup.com).

###

*\* Editors’ note: Image attached*

**PERISHABLES GROUP®**  
*www.perishablesgroup.com*

1700 W. Irving Park Road, Suite 310 Chicago, IL 60613

Telephone 773.929.7013 Facsimile 773.929.7014



### About the Perishables Group

The Perishables Group is a Chicago-based consulting firm focused on creating innovation and value for clients in the fresh food industry. Perishables Group expertise includes research, analytics, marketing communications, category development, supply chain management and activity-based costing.

**PERISHABLES GROUP®**

*www.perishablesgroup.com*

*1700 W. Irving Park Road, Suite 310 Chicago, IL 60613*

*Telephone 773.929.7013 Facsimile 773.929.7014*