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**PERISHABLES GROUP ADDS RETAIL DATA PROGRAMS MANAGER**

CHICAGO – Oct. 23, 2009 – The Perishables Group, a market research firm specializing in the fresh food industry, recently welcomed Brian Allen as retail data programs manager.

With extensive experience in Web-based technology and reporting, Brian’s primary role will focus on the management of core client deliverables, client databases and quality improvement for Perishables Group retail supermarket clients.

“The massive amount of information and processes involved in delivering total fresh data programs [meat, seafood, bakery, deli and produce] is a big job, especially given the complexity and intricacies of fresh food sales data coding,” said Perishables Group President and CEO, Bruce Axtman. “Brian’s diverse experience in process improvement, client management and database technology allows him to bring a unique set of skills and capabilities to our business.”

Prior to joining the Perishables Group, Brian worked at Textron, Inc., an international multi-industry company, as manager of HR data strategy and reporting – information systems. Brian gained additional professional experience at Illinois-based companies Ameritech/SBC, First USA and Warner Electric.

With more than 20 years of experience in IT management and user support, Brian is providing Perishables Group retail clients an added tier of value. He is a graduate of the Cardinal Stritch University in Wisconsin, where he earned a bachelor of science in management.

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. For more information, visit [www.perishablesgroup.com](http://www.perishablesgroup.com). Follow the Perishables Group on Twitter at <http://www.perishablesgroup.com/twitter>.



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