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PERISHABLES GROUP LAUNCHES NEW WEB SITE AND CLIENT PORTALS

CHICAGO, IL – Jan. 22, 2009 – The Perishables Group has launched a redesigned Web site (www.perishablesgroup.com) with interactive features.

“The new Web site is part of our integrated communications platform encouraging a reciprocal relationship between the Perishables Group and our clients in the fresh food industry,” said Perishables Group President and CEO, Bruce Axtman.

In addition to a clean, modern design, the site provides relevant insights through a monthly newsletter and frequently updated overviews of department and category trends. The Eye on the Market feature showcases products or trends breaking through in the industry, while the poll question gathers and displays feedback about hot topics within perishables. Additionally, forums were created for the Perishables Group’s technology and trade advisory boards.

The Perishables Group’s customized client portals will also be streamlined and redesigned in an easy-to-navigate format.

For more information on the Perishables Group, visit www.perishablesgroup.com or e-mail info@perishablesgroup.com.

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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.

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