

## WOOD FRUITTICHER HIRES NEW HEALTHCARE DIRECTOR

**BIRMINGHAM, Ala. – August 10, 2005**—Wood Fruitticher Grocery, an independent broadline distributor of food and other restaurant and healthcare-related products, is pleased to announce the addition of Betsy Holden to its management team. Holden joins Wood Fruitticher as Healthcare Director and will be in charge of developing and maintaining the company's healthcare accounts.

"We are extremely pleased to have Betsy join our dynamic team," said Dave Wood, President of Wood Fruitticher Grocery. "Her sales background combined with her extensive experience in nutrition and healthcare will truly benefit both our company and our customers."

"I am very excited about joining such a great company," said Holden. "Wood Fruitticher's reputation in the food service industry is impeccable, and I am honored to be a part of such a wonderful team."

Holden comes to Wood Fruitticher as a former Healthcare Sales Manager where she proved herself an innovative sales strategist. She has also utilized her extensive background in nutrition, serving as Nutritional Care Coordinator for Nutritional Consulting Practice. Holden also worked as a clinical dietitian at Pinehurst Memorial Hospital/Wesley Long Community Hospital.

Holden received her Bachelor of Science in Food Nutrition & Institutional Management from East Carolina University in 1983. She is a registered and licensed dietitian, and has received her Serv-Save Sanitation Certificate for Food Service Managers. In addition, Holden is a member of both the Georgia Dietetic Association and the American Dietetic Association.

Wood Fruitticher Grocery, with annual sales of over \$200 million, is one of the Southeast's leading independent broadline distributors of foodstuffs. The company distributes fresh and frozen vegetables, meats, condiments and more to members of the healthcare industry,

restaurants, schools, and convenience stores. Headquartered in Birmingham, Alabama, Wood Fruitticher serves customers in Alabama, Georgia, Florida, Mississippi, Tennessee, and southern South Carolina. For more information on Wood Fruitticher, please visit [www.woodfruitticher.com](http://www.woodfruitticher.com).

# # #

**MEDIA CONTACT:**

George Lane

E-mail: [glane@woodfruitticher.com](mailto:glane@woodfruitticher.com)

Phone: (205) 838-0751

Fax: (205) 838-0627