

SCOOTERBAY

SALES AND MARKETING

A PERFORMANCE-BASED FOOD BROKERAGE COMPANY



Established 1996

ABOUT SCOOTER BAY

Scooter Bay Sales is a food brokerage company that provides best-in-class services to ensure growth and profitability for its retail customers and brands.

Scott Shoub founded Scooter Bay in 1996, intending to redefine the food brokerage business in the Midwest.



Today, the company supports national, regional and local customers in more than 800 store locations within the Illinois, Indiana, Wisconsin and Michigan markets.

The Scooter Bay team is driven by a passion to exceed customer expectations. Their efforts have repeatedly earned Scooter Bay "Broker of the Year" recognitions by nationally renowned food brands.





OUR TERRITORY

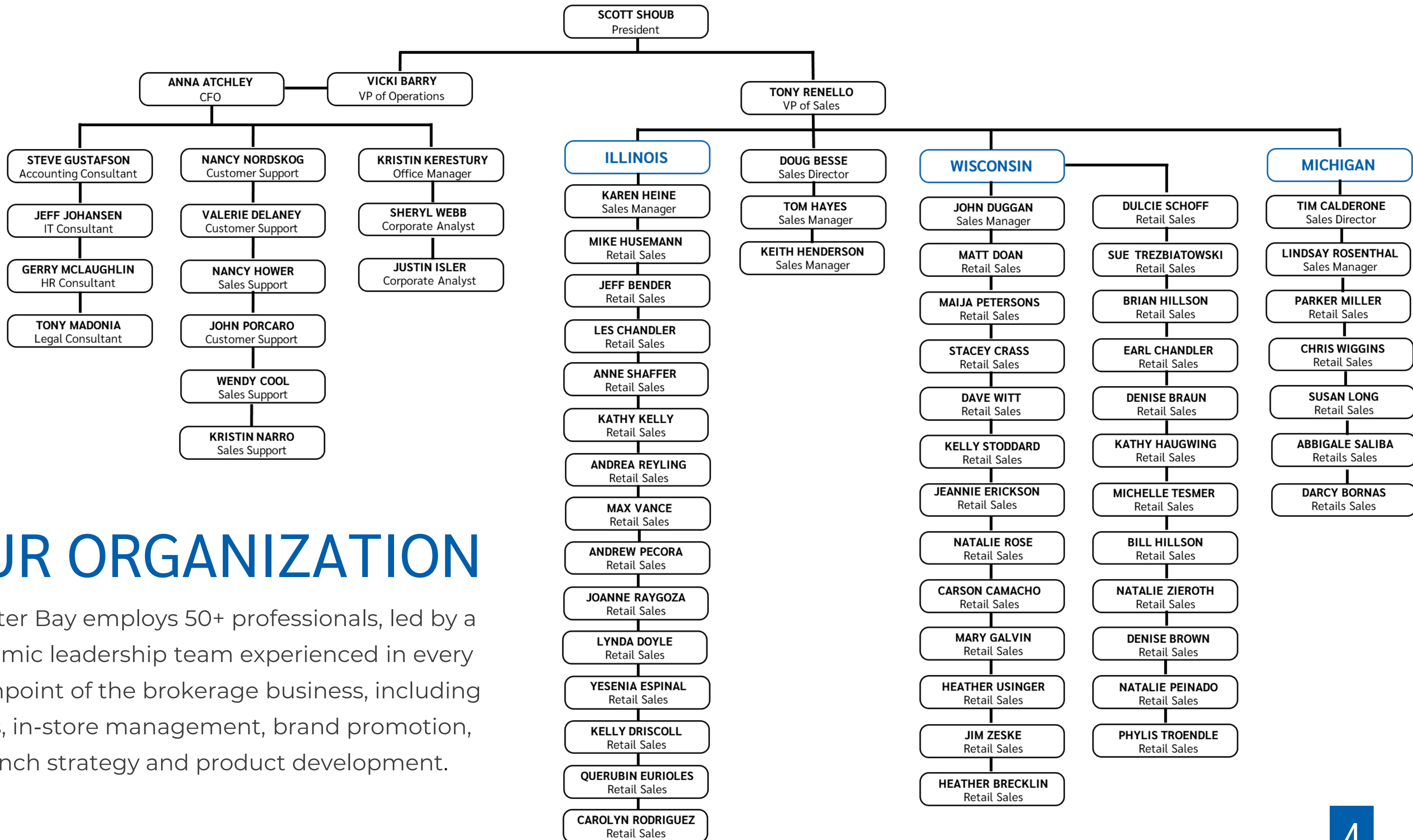
Our customers include respected retailers all along the 850,000 miles of Lake Michigan including Illinois, Indiana, Wisconsin and Michigan.

Scooter Bay covers it all!

4
markets

800+
Store locations

40+
brands



OUR ORGANIZATION

Scooter Bay employs 50+ professionals, led by a dynamic leadership team experienced in every touchpoint of the brokerage business, including sales, in-store management, brand promotion, launch strategy and product development.



THE SCOOTER BAY DIFFERENCE

Extraordinary Relationships

The Best Senior Leadership Team in the Business

Creative, Outside-the-Box Thinking -
It Can't Always Be About Price!

Displays That Sell Product - A Hallmark Trait

Delivering Extraordinary Store-level Support
with Best-In-Class Retail Execution

Investment in Technology and Market Analytics

Investment in People

OUR CUSTOMERS

We are proud to serve the nation's most esteemed grocery retailers within our Midwest territory.

Below is a sampling of some of our retail customers:

OUR BRANDS

The wide variety of brands that Scooter Bay represents range from meat and seafood to baked goods and produce. We apply the same dedication and sales expertise to every product category. Below is a sampling of brands we represent:

OUR SUPPORT SERVICES

Scooter Bay has redefined the retail brokerage business in the Midwest, establishing a higher level of vendor and customer expectations. Our comprehensive services ensure that every client goal is supported by experienced experts.

STORE-LEVEL RELATIONSHIPS



SALES & MARKET ANALYTICS



HEADQUARTER CALLS



CONSISTENT RETAIL SUPPORT



NEW ITEM PRESENTATIONS

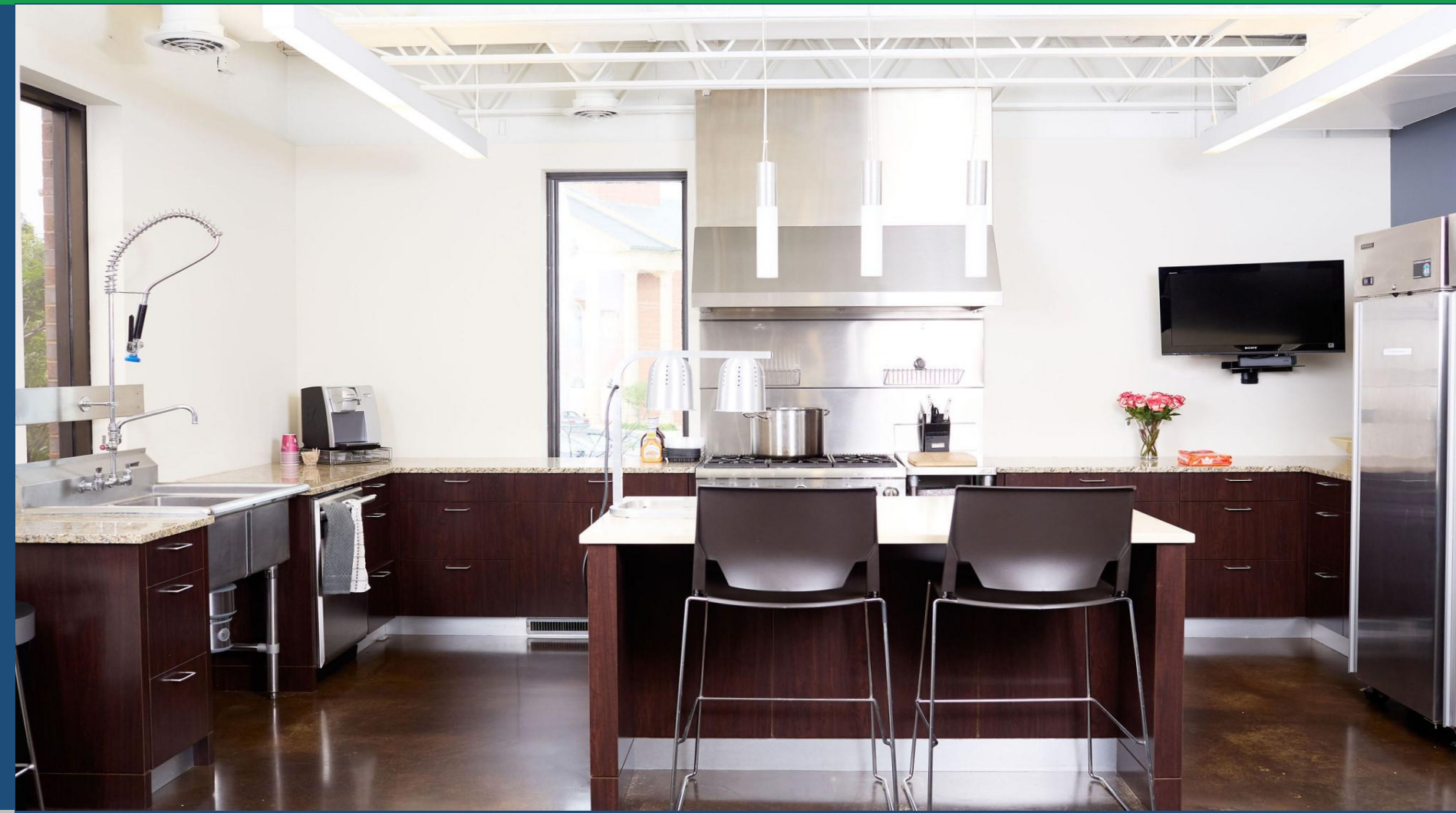


PROMOTIONS AND SAMPLING



OUR TEST KITCHEN

Scooter Bay's services include bringing vendors and customers together in its state-of-the-art test kitchen. Our Corporate Chef is always available to ensure that food is expertly prepared.



Collaborating, testing and sampling are easy in the kitchen's clean, comfortable environment. We welcome principals to sample items in a group setting, test and cook new products, host seminars for local retailers, review merchandising tactics and develop SOPs for handling instructions -- all on-site at our easy-to-access corporate office.

BEST-IN-CLASS RETAIL EXECUTION

Scooter Bay employs its 25+ years of experience to create eye-catching, in-store product displays that capture attention and generate sales.







SCOOTER BAY CULTURE

Just as our customers rely on us, our team members rely on each other as they work together to achieve sales goals.

We foster team camaraderie through:

Quarterly Sales Summits

Scoter Bay Team Bonding Events

Scoter Bay Customer Events

Industry and Trade Show Participation

WORKING TOGETHER

Scoter Bay invests in its people, and that includes bringing everyone together to grow stronger as a team.





INDUSTRY INSIGHT

Scooter Bay executives are often asked to share their experience at industry events as thought-leaders in the retail brokerage business.

Scooter Bay's president Scott Shoub recently spoke at the *Grocerant Convention* and *Retail Foodservice Summit* as part of a panel of retail experts on the effects that food service has on grocery stores.

Vice President of Sales, Tony Renello, was asked to attend Hormel's recent National Sales Conference in Phoenix, Arizona, to share selling and merchandising insights as part of a select panel of retail sales experts.



RECENT ACHIEVEMENTS



2023

MIDWEST BROKER OF THE YEAR

King's Hawaiian

2022

NATIONAL BROKER OF THE YEAR

Blount Fine Foods

Hormel Foods

2020

NATIONAL BROKER OF THE YEAR

Blount Fine Foods

Papa Charlies

Tyson-Deli





GIVING BACK

Scooter Bay believes in paying it forward. As a result, the Scooter Bay team supports several local charities and philanthropic endeavors. Among many others, Scooter Bay's charitable efforts include supporting Jewel's Charity Event, *A Taste that Matters* that donates to the Northern Illinois Food Bank, raising money for the Chicago Jesuit Academy and participating in Tony's Charitable Gala.





SCOTT SHOUB

President/Founder

Scooter Bay president and founder Scott Shoub was raised in the northwest suburbs of Chicago, Illinois and graduated from Illinois State University.

Scott began his career in food service as an operations manager for The Levy Restaurant Group. From there, he joined Dean Foods to lead their largest food service sales force. He was introduced to retail sales in 1992 when Ocean To Ocean Seafood Sales, a division of Icelandic Seafood USA, hired Scott to run their Midwest sales office.

In 1996, Scott established Scooter Bay Sales Company headquartered outside of Chicago. Today, Scooter Bay services 800+ customers in Illinois, Indiana, Wisconsin, and Michigan.

Scott's family includes his wife Kristin, their children, Matthew and Jessica, and dogs, Peyton and Turk. To balance his busy days, Scott enjoys golf, traveling with his wife, and relaxing with family and friends at the couple's lake house.

OUR LEADERSHIP TEAM



VICKI BARRY - Vice President of Operations

Vicki is Vice President of Operations at Scooter Bay Sales Company. She joined Scooter Bay in 1997 and, over the years, was promoted to office manager and eventually became the Vice President of Operations in 2010. Vicki oversees a six-person staff, and her responsibilities include managing major accounts, new items, promotions and forecasts, updating pricing and overseeing specific customer programs. Vicki's family includes her husband Bill and their two children, Lauren and Brian. She loves to travel and entertain, whether a small dinner party or a family event for 50+ guests.

ANNA ATCHLEY – Chief Financial Officer

Anna joined Scooter Bay in 2017 and oversees both the financial and human resources departments for Scooter Bay. In addition, Anna's role includes staffing, compensation and benefits, and labor and employee relations while developing the company's budget, overseeing AP and AR and advising the executive team on financial strategy. Before joining Scooter Bay, Anna was the CFO/Human Resource Manager for a local manufacturing and distribution company. Anna enjoys spending time with family and friends, listening to live music, and vacationing.



OUR LEADERSHIP TEAM



TONY RENELLO – Executive Vice President

Born and raised in the Chicago suburbs, Tony began his career in the grocery business as a store manager for Dominick's Finer Foods. He joined Scooter Bay in March 1999 as a sales representative and advanced to sales manager in 2002 and then VP of Sales in 2006. Tony manages principal expectations and oversees some 800 retail grocery stores in the Midwest. He is a self-proclaimed "foodie" and enjoys cooking, cycling and working out in his free time. His family includes his wife Christa and their daughter Analena.

DOUG BESSE - Director of Sales & Marketing

Doug brings a wide range of experience from his many years in the retail-perishable industry. During his tenure at Dominick's, Doug held various positions, including field merchandiser, manager of division operations for meat and seafood, and director of marketing. In his marketing role, he gained extensive knowledge of bakery, deli and produce operations. After Dominick's, Doug spent two years in Michigan with Spartan Nash as their meat director. Doug's passions include golf, hunting, cooking and the Blackhawks. Doug and his wife Julie have a married daughter, Lauren, and a grandbaby on the way.



OUR LEADERSHIP TEAM



KAREN HEINE - Sales Manager (Illinois)

Karen began her career as a deli merchandiser for Jones Dairy Farm in 1992. Karen joined Scooter Bay in 2003 as a sales representative, where her role developed into Sales Manager in 2011. Karen's contributions to the team are extensive. She offers a wealth of local industry insight, retail expertise, merchandising creativity, knowledge, passion and strong relationships. Karen's family includes her husband, Bill, and two children, Will and Rachel.

TOM HAYES - Sales Manager

Tom is a Chicago native, where he grew up stocking shelves in the family store. His background includes local and national sales, management roles at Sysco, Krakus Foods, Vienna Beef, and Kronos, and over twelve years in the brokerage business with Acosta Fresh Foods division. A proclaimed "foodie" and wine lover, Tom's other passions include bass fishing, golf, cycling, music, cooking and travel with his wife, Kathleen. Tom is also a choir member at St. James parish in Arlington Heights and proud grandparents through daughter Theresa and son-in-law Michael.



OUR LEADERSHIP TEAM



TIM CALDERONE - Director of Sales (Michigan)

Tim is a Michigan native who has lived and worked in West Michigan for over 30 years. He brings many years of retail experience to Scooter Bay, having worked at Meijer and Spartan Nash in various deli bakery and food service roles. Most recently, Tim served as the Director of Merchandising/Manufacturing for Strack & Van Til. He is actively involved and serves on the board of the International Dairy Deli Bakery Association. He and his wife Julie enjoy spending time on their horse farm or at the lake with their grandchildren.

LINDSAY ROSENTHAL - Sales Manager (Michigan)

Lindsay was born and raised in St. Louis, Missouri, and relocated to the great state of Michigan in 2021. Lindsay manages the sales interests of principals at the retailer and distributor levels and prides herself on developing effective promotional plans, new item presentations, and sales and merchandising strategies to help customers succeed in the market. Before joining Scooter Bay, Lindsay spent 11 years managing national accounts with Panera Bread. She enjoys cooking and hiking with her husband, Chris and young daughter, Juliet. She hopes to add some new winter sports hobbies to her list now that she is a Michigander!



OUR LEADERSHIP TEAM



JOHN DUGGAN – Sales Manager (Wisconsin)

Born and raised outside of Milwaukee, Wisconsin, John joined Scooter Bay in 2010 as the first hire for the Wisconsin Division. He brings 19 years of experience, having managed retail store meat departments for various chains in the Wisconsin area. At Scooter Bay, John oversees business in over 200 stores while managing the Wisconsin merchandising team. When not working, John enjoys time with his family, his wife Kathy and children Brad & Kelly. He loves to vacation, play tennis and basketball, fish and watch his favorite sports teams, The Bucks, Brewers & Packers.

LES CHANDLER – Corporate Chef

Les has worked with Scooter Bay as its Corporate Chef since 2010, supporting new product demonstrations, food shows, ribbon cuttings and private events. Les graduated from the esteemed Johnson and Wales University with a degree in Culinary Arts and Food Service Management. He spent his early years as an executive chef at Hyatt Hotels before joining Scooter Bay. In his spare time, Les enjoys golf, fishing and wine. His family includes two wonderful children, Madison and Jackson.



TESTIMONIALS

“I've known Scott Shoub for 20 years and have worked with Scott's team at Scooter Bay for almost as long. Scooter Bay consistently delivers best-in-class results and continues to exceed my team's expectations each year we have worked together. I can't think of another broker who is as committed to developing customer relationships, providing store-level support, and at the same time, executing our company objectives the way Scooter Bay has. The Scooter Bay team continues to challenge us with their out-of-the-box thinking. If you're looking for a results-orientated brokerage company- Scooter Bay delivers on all accounts!”

Michael Keeley
Vice President,
Tyson Foods

“Scott Shoub and his team have left no stone unturned in bringing our Blount, Clam Shack, and Panera brands to all-time new heights. From soups to nuts and everything in between, Scooter Bay has delivered best-in-class results across Illinois, Wisconsin, Northwest Indiana, and Michigan. In addition, they've found a way to add value by enhancing our partnership and solidifying long-term relationships between our company and the leading retail grocers in their area, all while bringing fun and excitement to what they do.”

Bob Sewall
Executive Vice President of Sales and Marketing,
Blount Fine Foods

TESTIMONIALS

"The Scooter Bay Team ROCKS! Scott Shoub has assembled a highly motivated group of sales and marketing professionals who provide best-in-class store coverage and deliver extraordinary results. Day in and day out, the Scooter Bay Team provides us with creative solutions to help grow our business."

Trisha Miller

**Vice President, National Accounts and Central Sales,
Garden Fresh Gourmet Foods**

"Results matter. So, when selecting a broker, it's important to partner with one who performs at the highest level while managing the business in the best interests of both the principal and the customers. The Scooter Bay team is uniquely balanced this way. Through fact-based selling and extraordinary in-store merchandising and retail execution, the Scooter Bay team delivers a level of support that's unprecedented. Add to this a desire to compete and win in the marketplace, and you have what we call our BEST broker in the United States. I highly recommend Scott and his team and am proud to work with them in all the Midwest locations in which they operate."

Larry Bilello

**Chief Commercial Officer,
JTM Foods LLC**

CELEBRATING THE VICTORIES!

Scooter Bay values collaboration, integrity and loyalty.
When we win, we win together!



SCOOTERBAY

SALES AND MARKETING

ILLINOIS | INDIANA | WISCONSIN | MICHIGAN

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