

FOR IMMEDIATE RELEASE

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CONTACT: Adrienne Richards
(703) 821-0770

AFFI Welcomes Returning Advantage Partners

McLean, VA – The [American Frozen Food Institute](#) (AFFI) welcomes the return of [Alchemy Systems](#), [Lineage Logistics](#) and [Sound Counsel Crisis Communications](#) as AFFI Advantage Partners.

The [AFFI Advantage Partner Program](#) is designed to supplement the marketing efforts of participating associate members of the Institute by providing them with increased exposure and access to frozen food companies with whom they wish to forge new, or expanded, business relationships.

[Alchemy Systems](#) is the only educational technology company recognized by AFFI for its positive impact on safety and productivity in the frozen food industry. Alchemy was the first AFFI Advantage Partner and provides training, coaching and communication solutions to over two million front-line workers across the food industry.

[Lineage Logistics](#), an AFFI Advantage Partner since 2013, is a warehousing and logistics company that delivers sophisticated, customized and dependable cold chain solutions. Lineage Logistics has one of the largest facility networks in the United States, forged through the combination of entrepreneurial companies with long histories and strong reputations.

[Sound Counsel](#) Crisis Communications specializes in helping organizations and individuals prepare for and respond to situations requiring a crisis communications response. Sound Counsel partnered with AFFI to develop its [Crisis Communications Program](#), which is tailored specifically to help companies in the frozen food sector effectively prepare for and communicate during a crisis.

“We are pleased to renew our association with companies whose stellar reputation and professionalism help to define the AFFI Advantage Partner Program,” said AFFI President and CEO Kraig R. Naasz. “The AFFI Advantage Partner Program is intended to provide enhanced value to select member companies by facilitating greater exposure among and interaction with the frozen food and beverage-producing companies with whom they wish to do business.”

Participation in the AFFI Advantage Partner Program is designed to provide the Institute’s participating associate members with increased visibility on AFFI’s website and electronic communications, company recognition at AFFI events, discounted event registration and sponsorship, and participation in AFFI board-level

activities. All associate members currently in good standing with the Institute are eligible to apply for participation in the AFFI Advantage Partner Program.

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The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food and beverage industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. More information can be found at www.affi.org.

Alchemy is the global leader of innovative solutions that help food companies engage with their workforces to drive safety and productivity. Over two million food workers at 10,000 locations use Alchemy's tailored training, coaching, and communications programs to reduce workplace injuries, safeguard food, and increase yield. From farm to fork, Alchemy works with food growers, manufacturers, processors, packagers, distributors and retailers of all sizes to build a culture of operational excellence. For more information, please visit <http://www.alchemysystems.com/>.

Lineage Logistics is a warehousing and logistics company built to deliver sophisticated, customized and dependable cold chain solutions nationwide. Lineage was formed through the combination of premier regional temperature controlled warehousing companies with long histories and strong reputations. For more information, please visit <http://lineagelogistics.com>.

Sound Counsel specializes in helping organizations and individuals prepare for and respond to situations requiring a crisis communications response. Sound Counsel's approach to crisis management emphasizes openness, accountability and accuracy, the three hallmarks of any successful crisis response. For more information, please visit <http://www.soundcounselcrisis.com>.