

An Icon becomes a Legend

Owner and Executive Chairman of PFD Food Services Rick Smith has been recognized by the prestigious Foodservice Industry Association as a legend of the industry.

The award is to recognize entrepreneurial talent, inspirational leadership, vision and success within the food service industry.

The award is an annual award and this year will be presented at the Foodservice Industry Award of Excellence dinner in Melbourne on Friday the 26th of October 2007.

Rick is currently into his 46th year in the food service industry since arriving in Australia from Scotland in 1959.

A humble, but very proud man he has continued to successfully expand his family company into today's branch network across Tasmania, South Australia, Victoria, New South Wales and Queensland. This bold and calculated strategy to become a national distribution company was based on the belief that the foodservice industry was changing and it was vital to position PFD to take advantage of those changes.

Today the company currently has 60 branches and employs over 2000 people with an annual turnover in excess of \$850 million dollars.

Rick Smith is enormously proud of his family and their roles and positions they perform within the company. He is the first to acknowledge the wonderful support and encouragement of his wife Joan, daughters Kerry and Sharon and son Lindsay in the pursuit of success for the PFD business.

The elevation of Rick Smith to legend status is an appropriate reward for his success as executive chairman of his family company PFD Food Services and also acknowledges his activity as a leading proponent of the various buying groups he has been a member of and his vision for the future direction of the foodservice industry.

It is therefore appropriate to acknowledge that an icon has become a legend.