



A member of **BEACONUNITED**<sup>™</sup>

## **ArchPoint Sales announces launch of BeaconUnited<sup>™</sup> to revolutionize grocery broker industry**

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ArchPoint Sales is a founding member of BeaconUnited<sup>™</sup>, which launches today. BeaconUnited is proof that American ingenuity, entrepreneurial spirit, and know-how are alive and well.

The newly formed venture of experienced brokerage industry veterans is focused on delivering a rich, customer-level experience. The brainchild of eight fiercely independent brokers, BeaconUnited offers a new way of doing business that combines the reach and resourcefulness of a national firm with the personal touch and market experience of regional experts.

With strong relationships at the local level, each of the BeaconUnited members offers unique insights into the markets they serve. In short, the new venture stands to change the go-to-market strategy for many consumer packaged goods (CPG) companies across the country.

“Our new business model can assist clients both tactically and strategically,” said Tony Scudieri, president of BeaconUnited. “Along with world-class marketing and merchandising services, BeaconUnited will provide thought leadership for strategic planning, consumer-centric category management, space technology, and sales support services.”

BeaconUnited leaders believe that a tactical, measured approach is necessary to make the most of the natural synergy between manufacturer and retailer. The new team mission is driven by brand building, which, in turn, solidifies retailer relationships, leaving manufacturers better positioned for sustainable growth and increased customer loyalty.

As a whole, BeaconUnited brings significant retailer depth that maximizes opportunities in a given market while providing best-in-class marketing and analytical data.

“Speed and access to information is critical to success. We’ve made a substantial investment to provide our members ongoing access to nationally syndicated data giving our manufacturers the opportunity to advance their brands with national and local retailers,” said Jesse Edelman, BeaconUnited’s chief marketing officer. “BeaconUnited

gives manufacturers a strategic partner to act as a bridge to the retailers. Ultimately, what manufacturers are looking for is someone who gives the right kind of support for their business.”

Industry experts recognize the difference BeaconUnited’s new business model means for the CPG industry.

“Why is this a big deal? Because the stars are aligning to allow BeaconUnited to emerge at this time,” said Richard Spoon, ArchPoint Consulting managing director. As a consultant, Spoon brings more than 20 years’ experience working with CEOs in the CPG industry. “From our consulting engagements across many top CPG manufacturers, we know clients are looking for better performance from their investment in third party solutions. BeaconUnited is built for performance, bringing the best of both worlds—national scale with local market and retailer expertise.”

Developing a venture of this level takes time—four years, in fact—but the end result demonstrates that the carefully crafted business model is designed to address national scale and enhance local relationships.

“Individuals need flexibility to try on new and challenging roles, and organizations need flexibility to shift according to market place demand,” said Scudieri. “If the past tells us anything, it’s that adaptability is critical to survival. As the food industry continues to be more competitive and commoditized, we recognize we cannot cost cut our way to growth and sustainability. Instead, our growth will depend on building scale, and scale means building a national presence.”

Headquartered in Montvale, N.J., BeaconUnited’s national reach is made possible through the joined forces of eight long-standing companies rich in market experience. These include: ArchPoint Sales, Blackford Brokerage, Brennan & Nagel, Carlin O’Brien, Co-Sales Company, ESM®, KCBS and Riteway Sales & Marketing. Additionally, three Centers of Excellence in Chicago, Montvale and Phoenix serve the national platform and customers. Learn more at [beacon-united.com](http://beacon-united.com).

ArchPoint Sales was founded in 2006 as a division of ArchPoint Group. Headquartered in San Antonio, Texas, with market offices in Dallas, Houston and West Texas, ArchPoint Sales is led by Tim Bramble and Jesse Edelman. The company covers the Texas and New Mexico markets and provides headquarter and retail store coverage of the Perishable, Non-Perishable and Non-Food divisions of the diversified customer base in its markets. Learn more at [archpointsales.com](http://archpointsales.com).

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