



*quality products. outstanding service.*





## ABOUT RRS FOODSERVICE

In 1939 James Leroy Culpepper founded J.L Culpepper & Co., then in 1953 he purchased Richmond Restaurant Service. Located in Ashland, VA, the local, family-owned and third generation-operated business has continued to grow for 80 years into the leading independent foodservice distributor in Virginia. We continue to believe that a strong and honest relationship is most important. Through this relationship we form a true partnership with our customers. We are proud of our success and never having lost sight of Leroy's vision of being the best independent distributor of quality products and superior customer service.

## ADVANTAGES TO PARTNERING WITH RRS FOODSERVICE

- RRS features a variety of National branded products
- RRS knows and understands the local market trends and challenges that businesses in our region face every day
- The owners of RRS are actively involved in day-to-day operations of the company
- RRS can provide quick response times and flexibility to meet your needs
- RRS is a member of Unipro Foodservice, the largest foodservice distribution cooperative in the United States, enabling us to gain enhanced purchasing opportunities.

RRS Foodservice has a current inventory of more than 8,000 products to easily fulfill all of your foodservice needs. We can provide you with a full range of products and supplies, eliminating the need for multiple vendors. Read on for a look at the products we currently offer and contact your sales representative should you have any questions.



# FRESH PRODUCE

Whether you are looking for staples, specialties, ethnic or some of the favorable locally-grown produce, RRS Foodservice is committed to providing the freshest and top-of-the-line quality produce.

Farm fresh produce arrives to our warehouse daily, where it is quality checked by our trained checkers and inspectors and stored in a temperature-controlled environment. From there, it is carefully selected, loaded and delivered straight to your door.

To assure optimum shelf life, our team buys and pre-cools the product and guarantees at least five days of shelf life on all dated product.



RRS Foodservice

# MEAT, PORK & POULTRY

RRS Foodservice brings only the freshest meat, pork and poultry to your back door. We pride ourselves on delivering prime beef and brand name pork and poultry.

No matter the brand, we guarantee you will receive fresh quality product in which you, as a customer, can hang your reputation. If you are looking for quality frozen meats, we offer IQF chicken, pork and beef products to fit your operation's needs. You can be confident that whether you are serving that special cut of beef or catering a large event RRS will be there to supply you with what you need.

Please speak with your sales representative for a full list of our fresh beef, pork and poultry items.



RRS Foodservice



# FRESH SEAFOOD

RRS Foodservice offers a wide variety of fresh and frozen seafood. The product is caught fresh daily, then packed and delivered to you the next day.

We strive to supply our customers with the highest quality products so you can build a solid reputation in today's competitive market. We know it's important to set yourself apart from your competitors and we are here to help you achieve your goal. With our broad selection you can offer your customers fresh cut salmon, rockfish, tuna, shrimp, crab and many more of the area's most popular items.

Note: All of our products are shipped to you on temperature-controlled trucks for quality assurance.



RRS Foodservice

# DRY, FROZEN & DAIRY

Our 90,000-square-foot warehouse offers a broadline of dry, refrigerated and frozen products. From canned vegetables and fruits, rice, ice cream and a variety of specialty cheeses, you can rest assured we offer everything you may need and nothing but the highest quality. We also house a wide range of spices and seasonings, breads and doughs, desserts and more.

Contact your sales representative for a full list of all the dry, frozen and dairy products we currently offer.



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# SMALLWARES & CHEMICALS

In addition to dry, refrigerated and frozen products, RRS Foodservice also offers the resources to equip your restaurant. We have the ability to provide everything from steam tables and professional cookware to cutlery, kitchen utensils, bar supplies and glassware. The list continues. Consult your sales representative for more information.

We also offer disposable silverware and plates, to-go boxes and more.

Keep your restaurant, hotel or daycare looking as good as new with our full line of cleaning products - sanitizers, cleaners, detergents, etc.



RRS Foodservice



# MARKETING

RRS Foodservice is committed to helping you stay up-to-date on the latest trends. With that being said, we offer menu design, social media assistance and rebate tracking to our customers. These value-added services help you market your business and add to your bottomline.

Your menu is the visual representation of your brand. It needs to reflect the overall philosophy and value of your establishment while also communicating your offerings. A great menu can do a lot for your restaurant. In fact, it is said that a well-designed menu can increase both your customer loyalty and sales. Our team at RRS Foodservice is here to help you increase the value of your menu with both development and design.

Social media is free advertising for your business. So, why not use it? We recommend having an online presence on all major platforms: Facebook, Twitter and Instagram. These platforms not only allow you to drive traffic to your website, announce upcoming events, and advertise your daily or weekly specials, they also allow you to form stronger one-on-one relationships with your customers. Allow us to help you utilize these platforms to their full potential.

Want to increase your bottomline? We can help! At RRS Foodservice, we track rebates for you! At the end of a promotion period, we'll send you all the information you need and all you have to do is send it in! Visit our website to view a list of current rebates.

**CONTACT RRS FOODSERVICE TODAY:**

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