

## **For the third consecutive year, IBI Data Named “100 Best Companies to Work for” in Minnesota**

Brownsdale MN, June 9th, 2014 – For the third consecutive year, IBI Data in Brownsdale, MN has been named one of the “100 Best Companies to Work for” by Minnesota Business Magazine (<http://minnesotabusiness.com/2014-100-best-companies-work-awards> ). The list of companies was compiled with the help of an independent research firm that leveraged employee surveys and other tools to determine which companies were worthy.

"IBI Data is honored once again to be mentioned alongside such well respected Minnesota companies," said Nathan Redman Director of Systems and Personnel. "We really value the people that work at IBI Data; they're truly the ones that make it such a great place to work."

IBI Data was founded by Katherine Harte in 1986 to help foodservice manufacturers sell to all segments of the foodservice industry. IBI Data uses innovative database technology to help clients drive sales through colleges, hospitals, restaurants and other places people eat outside the home. On-going foodservice sales and marketing programs cover an impressive array of strategic initiatives — from web based marketing activities to complex integrated foodservice programs — that uniquely combine technology, direct mail, sample shipments, rebates, web ordering, warehousing, sales incentives, telesales, GS1 compliance and more.

"It's a pleasure to be consistently recognized as a great place to work," said Geoff Smith Executive Vice President. "Keeping our employees engaged lets us continue to expand and improve our services, like our recent launches of an online rebate app, expanded GS1 imaging, and our brand new analysis system. We don't have to spend time recruiting and training new employees on the basics; instead we can focus on the future. It's an exciting time to be part of this company."

Unlike many other marketing services companies that handle only non-food items, IBI Data is also AIB food safety certified to handle all types of packaged foods including shelf-stable, refrigerated and frozen samples. Further upgrades and investment in frozen and refrigerated handling continue to expand their sampling capabilities. Their auditing and payment systems have also saved their clients over \$23 million in rebate claims.