

ZEROLL

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Dear Friends,

We have some exciting news to share with you today. Greenfield World Trade has recently acquired The Zeroll Company. The attached document provides you with insight into both of our organizations and explains the incredible synergies as the result of this acquisition.

Greenfield World Trade is the largest exporter of commercial foodservice equipment and related services. We currently provide sales and service support in over 130 countries and represent 40 of our country's leading commercial foodservice equipment brands. We have recently been awarded the coveted National Champion Exporter of the Year Award. This is the most prestigious award in international trade and the first time a winner was chosen from the foodservice industry. Our Asbury Foodservice division is a leading supplier of commercial imported foodservice equipment to North America. We have an extensive network of sales reps and service agents throughout the country.

The Zeroll company was founded in 1935. The Funka family has owned this organization since 1953 and has created incredible products with a loyal customer base and an amazing legacy. They are credited with inventing the first modern ice cream scoop and their revolutionary design was patented in 1936. The dipper is made of cast aluminum with liquid inside the handle. This unique design uses the warmth of your hand to increase the temperature of the fluid inside the handle which in turn defrosts the ice cream as you scoop. Zeroll has since expanded the line to include the Universal EZ Disher, TubMate and Zelato spade. Our world class products are manufactured in Ft. Pierce, Florida.

We will continue to produce the Zeroll products in Florida and in fact will be expanding our manufacturing base to provide new and exciting quality items under the Zeroll brand. With this acqui-

sition, current Zeroll customers now have immediate access to our existing Greenfield World Trade and Asbury Foodservice product lines. Zeroll products will now have multiple inventory locations around the world and an expanded customer service support team. The Zeroll brand will gain additional visibility in the commercial foodservice market and reach new heights while participating in over 50 trade shows worldwide.

The Funka family has done an outstanding job in creating and developing the Zeroll brand. A brand which is synonymous with innovative products and commitment to the customer. We are very fortunate for the opportunity to follow in their footsteps and continue their legacy.

Today we celebrate. We celebrate the Funka family and their monumental achievements and contributions to our industry. We celebrate our partnership and the opportunities for all. And today, we celebrate you, our customers, our partners and our friends.

Kind regards,
Neal Asbury



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