



Service Foods Reduces its Carbon Footprint and Grows Sales
*Georgia-Based all Natural Food Service Company Manages to Grow Sales
and Reduce its Impact on the Environment*

ATLANTA (February 16, 2010)— While renewing their Carbon Neutral status for the second year in a row, Service Foods, the largest Home Food service company in America, discovered they had reduced their annual carbon footprint even after increasing sales. Verus Carbon Neutral once again measured and offset 100% of Service Foods' scope 1 and 2 carbon emissions, plus greenhouse gases generated from waste, business travel and employee commutes.

"It's ideal when clients are able to reduce their carbon footprints, but to do so, and grow your business significantly, is a real achievement," commented Eric Taub, Founder of Verus Carbon Neutral.

Service Foods CEO, Keith Kantor, who recently earned his Masters in Nutritional Science, has created a very sustainable business model. Not only did Service Foods have considerable sales growth, but it also hired new employees and added services that cater to customers' medical, nutritional and fitness needs. It's no coincidence that Service Foods was also included on the *Atlanta Business Chronicle's "Best Places to Work"*, listed on the *Inc. 5000 list* two years in a row and made the *Atlanta Business Chronicle's list of 50 fastest growing companies in Atlanta*.

"Our experience shows that if you take care of your customers, take care of your employees and take care of the environment, success will follow," says Keith Kantor, CEO of Service Foods.

According to Verus Carbon Neutral, Service Foods' environmental initiatives include: shredding and recycling of all menus and other paperwork, renderings (bone, fat, etc.) are sent from production facilities to be recycled, utilization of energy-saving fluorescent lights, use of steam or all-natural-biodegradable products when cleaning production facilities and offices, use of a proprietary blend of biodiesel for their truck fleet, use reusable totes instead of cardboard for delivery, certain food is packaged in Bio-degradable lolon film and when they have to ship out of state, they offer a pre-paid Styrofoam recycling program for customers.

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Service Foods

Service Foods offers a full line of all-natural, top-quality and chemically purer foods to which we add no growth hormones, chemicals, preservatives, dyes or colorings. Foods such as Top Choice and Prime USDA graded Beef, Grade A Poultry, Super-Select Pork, the finest Veal and Lamb, Sashimi grade seafood, plus many prepared gourmet items such as lasagna, pastas, lemon pepper chicken, elegant chicken cordon bleu and even breast tenders for the kids. www.servicefoods.com

Verus Carbon Neutral

Verus Carbon Neutral is an innovative and eco-conscious company that aids businesses looking to offset and reduce their carbon footprints. After conducting an audit to determine the size of their footprint, Verus Carbon Neutral provides a simple way to reduce or completely offset their client's CO2 emissions, supplying them with certification and a tangible way to communicate their commitment to the environment. Privately held, Verus is based in Atlanta and more information can be found at their website: www.verus-co2.com.