



Russell Hendrix
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Russell Hendrix Merge

All Customers,

This is an historic day for two great companies: Hendrix and Russell Food Equipment.

Hendrix and Blue Point Capital Partners (BPCP), owners of Russell Food Equipment, have concluded an acquisition agreement which will see the two largest foodservice equipment dealers in Canada merge into one dominant company: Russell Hendrix Foodservice Equipment.

This merger is a game-changer for both of our companies and for the industry! By amalgamating our companies, taking the best practices from each, we will emerge with a combined company sure to exceed every customer expectation.

Some of the benefits of the new company:

- Coast-to-coast sales network of more than 200 sales professionals.
- 17 branch locations from Halifax to Victoria with test kitchens, innovative products, knowledgeable staff, demonstrations, and plenty of stock of equipment and smallwares.
- Five strategic distribution centers with a combined 500,000 sq.ft. providing next day delivery in all major markets. Every Center operates with a Warehouse Management System to ensure the highest degree of accuracy, on time delivery, and equipped with a suitable amount of inventory to achieve 99% fill rates on stock items.
- Parts & Service division servicing all leading brands in major markets across Canada
- Quest Manufacturing, producer of high quality cooking equipment and custom stainless steel fabrication.
- Expanded supplier network will provide a broader range of options in all product categories.

The integration process will involve vendors, employees, and customers, and will take a degree of time, patience, and effort to complete. It is our objective to keep customers fully informed throughout the transition. Communication will be sent out on a regular basis either directly or through our sales people to keep customers informed regarding our progress.

Most customers will not notice any significant changes until January as both companies will, for the most part, continue to operate as they currently do until the end of the year.

This is an exciting time for all employees, stakeholders, me personally and for our company. I'm looking forward to playing a part of the success I know Russell Hendrix will achieve.

Sincerely,

Kevin Kerr
Vice President Sales
Russell Hendrix

Randy Speck
Vice President, Strategic Business Units
Russell Hendrix