

# VENDING TIMES

## PLB Brokerage Opens Office In Philadelphia, Adds Line

PITTSBURGH — PLB Brokerage has extended its coverage by adding an Eastern Pennsylvania office. It's located at Rosemont Business Campus, 919 Conestoga Rd., Bldg. 2, Ste. #307, Rosemont, PA 19010. Rosemont is a northwest suburb of Philadelphia.

PLB also has announced its designation as representative for Lindt & Sprungli, producer of such internationally renowned chocolate specialties as Lindor Truffles and Lindt Excellence gourmet confections, in eastern Pennsylvania, Virginia and the Baltimore-Washington area.

The brokerage is deploying an experienced sales team to service confectionery and grocery producers. Lines it represents in the Delaware Valley region include Boticelli Foods, Dakota Brands bagels, DeMet's Candy Co., Galliker Dairy Co., Mad Croc, NuVim Inc., Simply Lite Foods, Switzer Licorice and TradeCo Marketing.

PLB Brokerage cofounder and executive vice-president of sales Dan Gray will head a team of experienced sales execu-

tives in the new Philadelphia office. These include William Mancini, Stephan Pappas and Ruth Ketschek, who collectively bring six decades' experience to their new territories.

Founded in 2003 by brand development company PLB Inc. (Pittsburgh) to represent leading lines in western Pennsylvania and West Virginia, PLB Brokerage manages a prestigious roster of producers in its original territory. These include Albanese, Boyer, Candy Dynamics, CandyRific, Kidsmania, Old Wisconsin, Pez, Pop Rocks, R.M. Palmer, Richardson, Summit Foods, The Topps Co. and many others, as well as those it now handles in the new eastern territories.

PLB Brokerage president and chief executive officer Ty Ballou, who formed PLB Inc. in 1993, noted that the Pittsburgh office has experienced substantial growth, and a number of clients asked it to expand into the new region.

The Philadelphia office can be reached at (610) 520-1250, fax (610) 520-1816.