

BREAK ROOM BREAK THROUGHS

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Essendant expands category offering

Essendant has announced the expansion of its food service disposables assortment.

The category now offers 4,000 items to help its customers sell to the wider hospitality industry with more depth and breadth. The range includes an array of products, including carry-out and deli containers, cutlery, cups and portion cups.

"We have also established competitive pricing across the assortment and have nationally stocked inventory available," confirmed SVP of sales and merchandising Renee Starr.

The wholesaler has also launched



a [new online catalog](#) for customers to view the complete food service line-up. It is designed for browsing as well as

quick inventory checks and purchasing from the customer ordering platform, Empower. »