



**Independent Natural Food
Retailers Association**

Contact:

Erica Schulte
INFRA Director of Communications & Marketing
612-724-1530
eschulte@infretailers.com

Press Release – For Immediate Release

INFRA Partners with KeHE Distributors to Service Participating Members in the Midwest

January 16, 2015 – Independent Natural Food Retailers Association (INFRA) has entered into a second partnership agreement with KeHE Distributors, this time servicing a group of participating members in the Midwest Region of the United States.

This is the third regional agreement for INFRA since 2013 and the association is seeing this model support the independent retailers as it speaks directly to the marketplace differentials of local economies, unique product sourcing, and sustainable activities that strengthen all stakeholders. INFRA has a long-term big picture vision, and believes that supporting and building regional activity is crucial to long-term success. “It allows us to retain a level of fluidity and flexibility, takes into consideration the increasing costs and environmental impact of fuel usage, and begins to build a business model that hopes to better support local food economies,” says Corinne Shindelar, INFRA CEO.

By creating this partnership, participating INFRA members in the Midwest region of the country improve their purchasing position in the market and have a platform that is flexible enough to support innovation. “We are excited to enter into another partnership with KeHE Distributors. We appreciate the continued alignment between our two organizations and the willingness for KeHE to work with INFRA on unique agreements that take into consideration our members’ independence,” states Shindelar.

INFRA continues to facilitate programs and activities with the major distributors, UNFI, Nature’s Best and KeHE. The Board and membership are committed to a diverse and effective supply chain for all of their industry partners.

INFRA is a purchasing cooperative owned and governed by natural and organic food retailers of all sizes working together to forge a sustainable future. INFRA facilitates member collaboration to strengthen independents’ position in the marketplace. As one of the fastest growing key accounts in the natural channel, INFRA has captured the attention of the natural food industry.

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