**Known Vendor List**

**Prime/Commercial Distributor**

No endorsement is made or implied by the Wisconsin Department of Public Instruction (DPI). This list is a service for School Food Authorities (SFAs). This list does not imply certification or approval to do business under the National School Lunch Program (NSLP) or another Child Nutrition Program (CNP).

If you are a vendor, and would like to be added to this list, or are currently on the list and need to make changes, email Jessica Oele [jessica.oele@dpi.wi.gov](mailto:jessica.oele@dpi.wi.gov) and Lera Karns [lera.karns@dpi.wi.gov](mailto:lera.karns@dpi.wi.gov) . Include contact name, phone, email, and company mailing address.

For SFAs: Contact the vendor to obtain information about their services and a client list. Consider interviewing the contact(s) on the client list to find out about territory, service, price, etc.

| **Vendor** | **Contact Information** |
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| Holiday Wholesale | Contact: N/A  Phone: 608-254-8321  Email: [holiday@holidaywholesale.com](mailto:holiday@holidaywholesale.com)  Address: 225 Pioneer Drive, PO Box 177, Wisconsin Dells, WI 53965  Webpage: <https://www.holidaywholesale.com/> |
| Indianhead Food Service | Contact: Glennis A Kitzrow, Nutrition Manager  Phone: 715-852-0931  Email: [gkitzrow@callifd.com](mailto:gkitzrow@callifd.com)  Address: 313 Hastings Place, Eau Claire, WI 54702 |
| Martin Bros. Distributing Co Inc | Contact: N/A  Phone: 1-800-847-2404  Email: N/A  Address: 406 Viking Rd, Cedar Falls, IA 50613  Webpage: <https://www.martinbros.com/distribution/education> |
| Midwest Perishables Inc. (MPI) | Contact: Kelly Price, Sales Manager/Buyer  Phone: 608-273-8000 or 608-268-3882  Email: [kprice@mpi1.com](mailto:kprice@mpi1.com)  Address: 4850 Helgesen Dr, Madison, WI 53718  Webpage: <http://www.midwestperishables.com/> |
| Performance Foods Service (FKA) Reinhart La Crosse | Contact: Kim Hasz, Frozen Category Manager  Phone: 608-784-9284 x 39284  Email: [Kimberly.Hasz@pfgc.com](mailto:Kimberly.Hasz@pfgc.com)  Address: 1500 St. James Street, La Crosse, WI 54601 |
| Performance Foods Service (FKA) Reinhart-Milwaukee | Contact: Jennifer Zambo, Non-Foods/Dry Foods Buyer  Phone: 414-761-8550  Email: [Jennifer.Meddaugh@pfgc.com](mailto:Jennifer.Meddaugh@pfgc.com)  Address: 9950 South Reinhardt Drive, Oak Creek, WI 53154 |
| Performance Foods Service (FKA) Reinhart- Shawano | Contact: Julie Koehler, School Specialist  Phone: 715-526-2118 ex: 231  Email: [Julie.Koehler@PFGC.com](mailto:Julie.Koehler@PFGC.com)  Address: 2655 Richmond Street, Shawano, WI 54166 |
| Sysco- Baraboo | Contact: Paula Green, Contract and Bid Coordinator  Phone: 608-355-8293  Email: [paula.green@sysco.com](mailto:paula.green@sysco.com)  Address: 910 South Boulevard, Baraboo, WI 53913 |
| Sysco- Eastern | Contact: Larry Gruber, School Specialist  Phone: 262-674-3260  Email: [Gruber.Larry@EastWi.sysco.com](mailto:Gruber.Larry@EastWi.sysco.com)  Address: One Sysco Drive, Jackson, WI 53037 |
| Upper Lakes Foods | Contact: Denise Sorensen, USDA Foods Coordinator  Phone: 1-800-879-1265 ex: 4379  Email: [Denisesorensen@ulfoods.com](mailto:Denisesorensen@ulfoods.com) or [Bdejarlais@ulfoods.com](mailto:Bdejarlais@ulfoods.com)  Address: 801 Industry Avenue, Cloquet, MN 55720 |
| Gordon Food Service | Contact: Hector Valdez, Customer Development Specialist, Education Sales  Phone: 414-313-3360  Email: [hector.valdez1@gfs.com](mailto:hector.valdez1@gfs.com)  Address: 10901 38th Street, Kenosha, WI 53144 |