

## **GoodWest Drives Expansion Under New Leadership**

DOUGLASSVILLE, PA, August 9, 2017 – GoodWest Industries, Inc., one of the leading providers of iced self-service coffee and coffee condiment products and dispensing solutions, announced a variety of new initiatives for accelerating growth under the leadership of newly appointed CEO, Rick Lawlor. Previously, Mr. Lawlor was head of the Hess Express convenience store chain where he drove significant growth via marketing innovations and expansion starting with 250 stores and growing to over 1,200 locations.

GoodWest just completed an entire company rebranding that reflects its customer-centric focus and premium product positioning. “The rebranding of the company reflects our growth from a regional footprint to a national scale, including a national sales force. Our new tagline, ‘Customer Driven Beverage Solutions,’ exemplifies our commitment to the highest levels of service while providing innovations to help our customers make the most of their beverage business. Our free dispensing equipment program is one example of how we focus on maximizing our customers’ profits,” said Lawlor.

Coinciding with the rebranding, GoodWest launched a completely redesigned website in June 2017 reflecting the new visual identity, featuring expanded information on products and capabilities. New product line extensions include bold cold brew coffees and innovative iced coffee flavors like Salted Caramel and Horchata. Plans are also in place to aggressively expand the GoodWest footprint in the college/university, quick-service restaurant, and hospitality segments.

“We also are dedicated to the continued development of our contract manufacturing capabilities,” according to Dennis Gordon, Chief Operating Officer, “which range from dairy and coffee to plant-based beverages, concentrates, mixes, and more in a variety of packaging options, bag-in-box, bulk dispenser bags, and retail wine tap boxes.”

### **About GoodWest Industries, Inc.**

The company was founded by Bill Goodwin and Jim West in 1994, bringing together previous experience in the dairy industry and serving in an executive role at America’s largest convenience store chain. Starting with a single cream dispenser, GoodWest grew into a recognized industry leader with over 30,000 dispensers in operation in 50 US states and 20 countries.

Today, GoodWest is a leading provider of iced coffee and coffee condiment products and dispensing solutions. The company’s products are shelf-stable and dispensed through dynamic, high-end dispensing equipment manufactured at its Douglassville headquarters. For additional information, please visit [www.goodwest.com](http://www.goodwest.com) or call 800-948-1922.

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