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PHOTO: WFIA President & CEO Tammie Hetrick (center) poses with Jerry Reser, national sales manager at Reser's Fine Foods (at left), and Phil Blackburn of REM Market during the presentation of the WFIA 2020-21 Vendor of the Year Award. The award was presented at a surprise ceremony held April 7. (Photo courtesy of WFIA)

Reser's Fine Foods Named 2020-21 WFIA Vendor of the Year

BEAVERTON — The Washington Food Industry Association (WFIA) has honored Jerry Reser and Reser's Fine Foods, one of the Northwest's most recognizable food brands, with its 2020-21 Vendor of the Year award. The surprise award presentation took place Wednesday at the Beaverton facility in Oregon. Reser serves as national sales manager for the company.

The WFIA Vendor of the Year award gives special recognition to an individual or individuals who have shown exceptional dedication and support to independent grocers in Washington state.

"I want to thank Jerry Reser for his continued support of independent grocers in Washington state," said Tammie Hetrick, WFIA president and CEO. "Reser's Fine Foods has been an excellent vendor partner, donating generously to groups and events in the grocery industry. As one of the country's largest family-owned-and-operated food businesses, the Resers know first-hand the challenges of operating a family business," she said.

“Their continued dedication to independent grocers and the distributors that support them is just one of many reasons we are excited to recognize Jerry Reser and his team with this award.”

Reser’s Fine Foods has a long history of serving the grocery industry with quality products. The company owns a variety of brands and employs more than 4,000 people in 14 different facilities in the US and Mexico.

About the Washington Food Industry Association

The Washington Food Industry Association (WFIA) is dedicated to promoting and protecting the independent, community-focused grocery and convenience store industry and its suppliers. Founded in 1899, the WFIA represents the state’s independent grocers and convenience stores. Membership includes all levels of the food and beverage distribution industry who collaborate to promote the principles of free enterprise to ensure a vigorous, competitive, economically healthy food industry. The grocery and convenience store industry provides about 50,000 Washington jobs. For more information, visit www.wa-food-ind.org.