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## FOR IMMEDIATE RELEASE

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## **NYDP – The Deli Patrol - RECRUITS ROBERT McGEOUGH AS VP OF SALES AND BUSINESS DEVELOPMENT**

*New Veep Brings World-Class Experience in Pioneering Sales for New Premium-Branded  
Products and Channel Development*

[July 29, 2010, BOSTON, MA] – NYDP of Westford, MA, manufacturers of artisan deli products under the NYDP® and Deli Patrol™ brands, announced today that they have hired former Aidell’s, D’Artagnan, and Spring Tree Sales Exec **Bob McGeough** as the Vice President of Sales and Business Development.

As NY/NewEngland Regional Sales Manager (RSM), McGeough brought Aidell’s – and the whole concept of pre-cooked gourmet sausage in the meat case – to the region’s supermarkets, obtaining new distribution in Stop & Shop, Hannaford, Shaws, Big Y, DeMoulas, Roche Bros., A&P and many more. As RSM for D’Artagnan, Bob, once again opened up new distribution in numerous key accounts creating expanded retail opportunity for a brand with strength in upscale foodservice but little prior retail business. As National Sales Manager at Spring Tree, Bob drove the retail business from regional also-ran to the national number one position. And in Bob’s prior roles whether working for brands directly, or in his capacity as broker, the pattern was always the same.

“Bob is a rare find - a true specialist in pioneering upscale products that re-define categories in some creative way. Bob has a singular track record, breaking new ground for product after product and showing retailers unexpected new profit opportunities in multiple categories. We’re thrilled to have him aboard”, said Dan Estridge, NYDP CEO and Chief Flavor Officer.

“When I met Dan Estridge of NYDP, I realized I had found an opportunity I couldn’t resist,” said McGeough. “The artisan quality NYDP brings to the deli category is an incredible asset. There are customers all over the country pining for real deli who think it’s impossible without making a pilgrimage to the Lower East Side. We just did a demo at a store in Northern New Jersey and I actually heard customers praising God. WOW! I wish I had my camera to get these reactions on film. This is gonna be fun. Hard work, but FUN.”

NYDP and The Deli Patrol brand were launched in late 2009 by Dan Estridge, a native New Yorker living in Massachusetts, who had become acutely nostalgic for the tastes and flavors of his youth. His understanding that real New York deli specialties are virtually unobtainable outside New York – and increasingly, even in the Empire State – led to his passion to bring those legendary flavors back. NYDP had early on been fortunate to attract the talents also of John O’Brien, longtime Director of Family Foods Division at Boar’s Head. With John’s help, the NYDP brand product line has expanded beyond the essential New York deli classics pastrami, and corned beef with the addition of as three varieties of turkey, a roast beef, two ham products and a fresh corned beef hash.

For more information about Deli Patrol, Bob McGeough or Dan Estridge please visit [www.DeliPatrol.com](http://www.DeliPatrol.com) or <http://www.MoreFlavorPerPound.com>

**For more information or to schedule an interview with Bob McGeough or Dan Estridge, please contact [Sam@MoreFlavorPerPound.com](mailto:Sam@MoreFlavorPerPound.com) or (mobile) 978-339-3457**