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Asher's Chocolates Announces New National Accounts Position

Asher's Chocolates is pleased to announce the appointment of Barton McBride to the new position of Vice President of Sales, National Accounts. In this position, McBride will direct the newly-created National Accounts division, which targets retail, grocery and convenience store chains with products and packaging unique to these accounts.

"We have a proud 118 year history with our core customers who rely on Asher's Chocolates' broad array of regular and sugar free chocolates", said Jeff Asher. "The foundation of our business is the candy stores, gift shops and regional department stores that we've grown with over four generations of the Asher family. Focusing on volume accounts with selected pieces allows us to continue to produce the hundreds of items our core customers rely on us for, and the National Accounts division is meant to handle this essentially as a separate business model."

In his ten years as Western U.S. Sales Manager, McBride was instrumental in developing the distribution and sales network that now services Asher's customer base nationwide. He brings experience and knowledge of the national market to Asher's Chocolates and will work to increase product recognition and brand imaging.

Asher's Chocolates is the oldest continuously family owned and operated candy manufacturer in the industry, making fine quality confections in the United States since 1892. Asher's confections are sold in all 50 U.S. states, throughout Canada, Puerto Rico, the Caribbean and in select overseas markets. For additional information on our complete line of candies and sugar free products, contact us at 800-223-4420. Or write: 80 Wambold Road, Souderton, PA 18964. Asher's Chocolates. *The official chocolate of everyday life.*™

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