



Convenience
Distribution
ASSOCIATION

PRESS RELEASE

BOB CALDARELLA INDUCTED INTO CDA'S HALL OF FAME



FEB 12, 2019 - San Antonio, TX - Bob Caldarella, who recently retired from ITG Brands, Greensboro, NC, was inducted into the Convenience Distribution Association's Hall of Fame Feb. 12 at the Convenience Distribution Marketplace in San Antonio.

CDA's Hall of Fame award is presented to the industry's most valued participants—those whose careers are highlighted by continual accomplishments on the industry's behalf, and who have demonstrated unquestioned dedication to CDA's highest values.

A Boston-native and army veteran, Caldarella began his nearly 48-year career with Lorillard and ITG Brands in 1970 as a sales representative. He was promoted to Military and Government Sales Specialist in 1972, then to assistant division manager in Detroit, before serving as division manager, special accounts.

In 1980, Caldarella was promoted to regional sales manager in Pittsburgh - the youngest promoted to that position at the time at 32 years of age. Under his leadership, Lorillard's business more than tripled in four years.

Caldarella continued to climb the corporate ladder, holding key positions in the company: vice president of sales for the Midwest states, then vice president of sales development, where one of his responsibilities was to serve as the company's liaison to national trade organizations, such as CDA, until his retirement. He was also a key player in the transition from Lorillard to ITG Brands.

"Bob has been someone who really knew how to create relationships with his customers, suppliers and retailers," said Jerry Abraham, S. Abraham & Sons. "He did so with a flavor for life, a flavor for the industry and a flavor for business, and he dedicated his life to it."

"Bob is very well respected by his peers and he always lent an ear to our issues and problems, but more importantly, he always worked to fix those issues and problems," said Sherwin Herring, Southco Distributing Co. "He has always worked hard for the distributor."

"Induction into CDA's Hall of Fame represents a lifetime of achievement and excellence in the convenience distribution industry," said Kimberly Bolin, CDA president and CEO. "Bob served the industry very well and made it better through his dedication and commitment. We could not be more proud to recognize his tremendous contributions."

Caldarella has been supported through his career by his wife, Jane of 48 years, children Brian, Karen and Kevin as well as five grandchildren Allie, Eva, Darcy, Edric and Emma who refer to him as "Grandbob".

About CDA:

The Convenience Distribution Association (CDA) is the trade organization working on behalf of convenience product distributors in the United States. Its distributor members represent more than \$92 billion in U.S. convenience product sales, serving a wide variety of small retail formats. Associate members include leading convenience product manufacturers, brokers, retailers, suppliers, and others allied to the industry. For more information visit: www.cdaweb.net.

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