



Convenience  
Distribution  
ASSOCIATION

# PRESS RELEASE

## CONVENIENCE DISTRIBUTION ASSOCIATION INDUCTS FRED PATERNOSTRO INTO HALL OF FAME



**FEBRUARY 25, 2020 - SAN ANTONIO, TX** – Fred Paternostro, recently retired from ITG Brands, Greensboro, NC, was inducted into the Convenience Distribution Association's Hall of Fame Feb. 25 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.

Paternostro began his 40-year career with Lorillard as a sales rep for North Jersey in 1979, before being promoted to assistant division manager in Columbus, OH in 1984. Two years later, he was promoted to division manager, before serving as regional sales manager for the company's new region in Jacksonville, FL in 1990. In 1995, Paternostro was again promoted, this time to director of sales in Chicago, where he lived and worked for the next two decades.

When Lorillard was purchased by Reynolds American and Imperial created ITG Brands in 2015, he was promoted to vice president of national sales at the company, then vice president of sales the following year, before retiring in May 2019.

"Fred is a good listener. He always listens to what your concerns are and works hard to find a solution for all parties involved. He was always interested in your business and how to make it better," explained Sherwin Herring, Southco Distributing Co., Goldsboro, NC. "His interest was always genuine and sincere, he cared about you and your company. Fred was not born in the South but ended up here, and he is truly a southern gentleman."

"Fred has dedicated himself to making the industry better and will be remembered for doing so. His stories were plentiful and always delivered with a boisterous laughter that was contagious," said Cassandra Matos, McLane Co., Temple, TX. "We appreciate him for everything he's done over the years to help us and the industry in so many different ways. Fred inspires so many to do their best with a smile."

"Those inducted into CDA's Hall of Fame have demonstrated great achievements in the convenience distribution industry," said Kimberly Bolin, CDA president and CEO. "Through his dedication and commitment to the industry, Fred has proven that he is deserving of this honor. We are proud to honor him with this esteemed recognition."

Paternostro has been married to his wife Ann for 42 years. His son Freddy is district sales manager for the Hershey Co. and has a wife, Colleen, and their son, Paternostro's grandson, Tripp, will soon be a year old.

"I owe any credit to my success to my wife Ann," Paternostro said. "I had jobs where I was traveling all the time, and I owe the ability to thrive at my job because she took care of things at home."

### **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 \$102 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](http://www.cdaweb.net).

##

For More Information, Please Contact:

[Info@cdaweb.net](mailto:Info@cdaweb.net)

Phone: 703.208.3358

