



NEWS FOR IMMEDIATE RELEASE

Contact: jldorsey@dorsey-co.com, or (216) 812-8408

Dorsey & Company Taps Restaurant Roots with Ohio Restaurant Association Membership

Cleveland, OH (November 8, 2017) – [Dorsey & Company](#) has tapped its restaurant roots by becoming one of the newest members of the [Ohio Restaurant Association](#).

As a Purveyor Member of ORA, D&Co. joins other members companies who supply products and services to the food service industry.

This membership level also extends the company's relationship with ORA as a service provider. D&Co. joined ORA on the heels of a successful research and trade show development engagement that led to a new ORA annual trade show. The new show, named the Mid-America Restaurant Expo, debuted in early 2017.

The new membership also taps long-cultivated experience and expertise in the restaurant industry. Dorsey & Company President Julius C. Dorsey Jr. and several other Associates of the firm held executive level marketing positions with many well-known food service corporations. Dorsey served as National Marketing Manager for McDonald's Corp. Among his achievements there were the testing and successful launch of McDonald's breakfast, McNuggets, and the McRib and McChicken sandwiches. He also served as National Director of American Marketing for Holiday Inn.

Other D&Co. Associates bring equal or greater executive-level experience in the foodservice and restaurant industry, including having served iconic restaurant brands

like Arby's, Ruth's Chris Steak House, Popeyes Chicken, Kentucky Fried Chicken and Taco Bell.

"Of all of the restaurant experience to be found among the consultants of Dorsey & Company, we're particularly proud to have successfully served the association representing the entire industry in the state of Ohio," Dorsey said. "The combination of our categorical insight, as well as our market research and new product development and launch expertise, allowed us to demonstrate our skills in a way that helped ORA realize many of its member value objectives. Now, as a Purveyor Member, we have an even greater opportunity to learn from and serve ORA and its members from the inside."

Dorsey was recently appointed to the ORA Expo Committee.

Based in Columbus, Ohio, ORA is the only statewide organization with a full-time lobbyist and political advocacy program devoted exclusively to the foodservice industry.

-30-

Founded in 1987, Dorsey & Company Strategic Consultants to Management is a carefully assembled group of more than 50 associates who offer a wide range of marketing expertise to thoughtfully approach every engagement according to its unique competitive and marketing challenges and requirements. The Dorsey & Company approach has consistently yielded favorable results for leading clients in automotive, energy, utility, branded and consumer goods, retail, higher education, telecommunication, government and nonprofit, financial and professional services, health and pharmaceutical, and other industries. Visit <http://www.dorsey-co.com> to learn more about Dorsey & Company.