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## **TransCold Appoints Marco Felicella as Director of Sales**

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**June 10, 2018 - Delta, BC** - Marco Felicella, formerly Unilever Customer Team Leader, has been appointed as Director of Sales in Canada for TransCold Distribution Ltd.

As Director, Marco is responsible for providing strategic sales leadership and direction to grow revenue and market share in Canada. He will drive efforts to secure new business, meet and exceed sales targets and lead the execution of vendor programs and campaigns.

Marco brings to this role over twenty years of experience within the consumer-packaged goods industry and more specifically, deep knowledge and experience in the ice cream business and related markets, having worked with Unilever for the last ten years.

Beginning as Unilever Key Account Manager for 7-11, Shell Canada and TransCold, Marco was promoted first to the role of Regional Business Manager, then Customer Team Leader responsible for overseeing Key Account Managers for Overweitea Food Group, London Drugs, HY Louie, Buy Low Foods, AG Foods and Vancouver Island accounts. Prior to Unilever, he worked with Pepsi Bottling Group - as National Key Account Manager and Territory Sales Manager with responsibility for Overweitea Food Group, AG Foods, IGA and Chevron.



*Marco Felicella, Director of Sales  
TransCold Distribution Ltd.*

Marco's appointment is key to enhance TransCold's positioning in the Canadian market and in the successful execution of existing and future revenue growth plans.

### **About TransCold Distribution Ltd. & Inc.**

TransCold Distribution is the premier wholesale supplier and distributor of ice cream, frozen foods and dry goods throughout Western Canada and the United States. Headquartered on Annacis Island, Delta, BC, they have 15 locations and 250+ employees. TransCold provides exclusive access to the most recognized and popular ice cream brands and frozen goods in the world: Good Humor, Breyers, Magnum, Klondike, Ben & Jerry's, Popsicle and many more. From national grocers, to local convenient stores, corporate events and everything in between TransCold Distribution offers consistent industry best product variety and customer service.

To learn more about us, visit [www.transcold.com](http://www.transcold.com)