

The Krystal Company ® Announces Suppliers of the Year

Trio of Southern Suppliers are honored for their Life-Long Partnerships

ATLANTA, GA, UNITED STATES, May 26, 2016 /EINPresswire.com/ -- The [Krystal](#) Company ®, the brand famous for serving its iconic square hamburgers for more than 80 years, recently recognized their longest supplier partnerships at its 2016 Krystal Convention in Birmingham. As part of the many exciting announcements that were revealed at this year's convention – including remodeling efforts and new training programs – Krystal® honored Coca-Cola®, Travis Meat Co., and Flower Foods as the three vendors who are Krystal Legacy Partners, having worked with the brand for over 220 years all together!

“Our suppliers play a crucial role in our restaurant’s operations on a daily basis,” said Dave Early, Senior Director of Franchise Operations and Development at The Krystal Company. “These legacy partners, recognized at this year’s convention, are just a few of the great suppliers we have the opportunity to work with at Krystal.”

Travis Meat Company, based just outside of Knoxville, has been a Krystal go-to meat producing company since 1960. Travis Meat specializes in making the brand’s signature square hamburgers, using specialized machines that allow them to produce the iconic small and bite-sized patties for more than 50 years. Dale Travis, President at Travis Meat, the grandson of founder W.B. Travis, was in attendance in Birmingham to be honored as a Legacy Partner. Krystal also awarded Supplier of the Year to Travis Meat Co. due to its dedication to the Krystal brand and creative innovation to create Krystal’s iconic and well renowned look.

What good is a square burger without Krystal's signature bun? Krystal recognized this and, therefore, also recognized Flower Foods who has continuously produced those hot, steamy buns that are used in each Krystal hamburger and on a variety of other menu items that are available at each restaurant. Since the Krystal brand first launched, more than 83 years ago, Flower Foods Inc., has been at the fast-food chain’s side, providing the freshest and highest quality buns and bread products, allowing the Krystal to become a Southern household name. Rick Rowan, Account Executive at Flower Foods was in Birmingham as the honoree for the brand. Rowan joins a long list of Flower Foods executives who have personally worked with the Krystal brand in multiple roles throughout the past 83 years.



Chief Marketing Officer Jason Abelkop illustrates how Krystal® can engage in community initiatives with other giant brands in the industry.

Coca-Cola®, the brand that is synonymous with refreshing beverages, also was recognized as a key Legacy Partner during the Krystal Convention. Coca-Cola has been supporting Krystal since the very beginning, providing the perfect beverages to wash down Krystal's delicious menu items. Since 1932, Coca-Cola has been the exclusive beverage producer for Krystal and has been one of the most trusted suppliers for the brand, allowing Krystal to grow into a fast-food staple in the South. Krystal also awarded Coca-Cola with its Innovation Partner of the Year Award, due to Coca-Cola's immeasurable contributions to help advance Krystal throughout their life-long partnership. Hector Gallardo, Daniel Redler, Jayne Lusk and Ryan Carter the Krystal Coca-Cola Representatives, were in attendance during the convention and accepted the award on behalf of the beverage icon.

Krystal recognized these three amazing brands because they are the longest-tenured suppliers that have stood by Krystal's side during its journey and expansion as one of the most trusted fast-food brands of the South.

"We would like to give a special thanks to these legacy partners, as well as to all our suppliers that have made our brand so great for more than 80 years," continued Early. "With such great partners at our side, we look forward to the many great things we can accomplish together."

About The Krystal Company

Founded in Chattanooga, Tennessee, in 1932, The Krystal Company is the oldest quick service restaurant chain in the South. Its hamburgers are still served fresh and hot off the grill on the iconic square bun at more than 350 restaurants in 11 states. Krystal's Atlanta-based Restaurant Support Center serves a team of 6,000 employees. For more information, visit <http://www.Krystal.com> or <http://www.facebook.com/Krystal> or follow the brand on Twitter and Instagram @Krystal.

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