



## Dining Alliance Acquires Vendor IQ

Boston, MA — October 8, 2015 / (<http://www.diningalliance.com/press/>) -- Dining Alliance, the nation's leading foodservice buying group, continues to expand through its acquisition of Vendor IQ, the smarter purchasing solution for independent restaurants.

"Vendor IQ has a suite of technologies that we will integrate into our Dining Alliance platform as we continue to focus on bringing innovations to deliver better value to our members and deliver new business to our suppliers. " said John Davie, President of Dining Alliance.

Vendor IQ connects independent restaurants looking to lower food costs with the highest rated food distributors in each market. "Dining Alliance has built a fantastic brand in the foodservice space and we are thrilled at the opportunity to enhance their already effective model with our technology and know-how," said Scott Case, CEO and Co-founder of Vendor IQ.

Dining Alliance and Vendor IQ share the goal of helping independent restaurants reduce costs and stay competitive in the marketplace by leveraging relationships with best distributors and manufacturers in the foodservice industry.

Dining Alliance already works with more than 26,000 restaurants across the country and will begin leveraging some of Vendor IQ's unique technologies to continue to grow their penetration into the independent restaurant market.

### About

Dining Alliance is the nation's largest group purchasing organization for independent foodservice operators, with over 26,000 members across the United States. Local service providers are hand selected from a proven pool of applicants by an appointed board of local industry leaders. Manufacturer compliance services, broadline contracts, existing vendor audits, produce, linens and credit card processing audits are just a few of the programs available.

Vendor IQ is the flagship product of Main Street Genome (<http://www.mainstreetgenome.com>). Scott Case (founding CTO [Priceline.com](http://Priceline.com)) and Eric Koester (cofounder [Zaarly.com](http://Zaarly.com)) founded Main Street Genome to build tools that level the playing field for Main Street Businesses.