



Sponsor Testimonials

“MBM has been actively involved with the DFA since its inception. This relationship has enhanced our perspective and hardened our resolve to embrace and share the challenges in elevating the Denny’s brand. We wholeheartedly endorse the Sponsorship Program, and see the many benefits enjoyed at that level of support, and strongly recommend others take advantage of it as well. We remain optimistic about helping to develop processes, products, protocols and initiatives to ensure the health and sustainable growth of the brand. We welcome and encourage others to continue this constructive and energized relationship with the DFA.”

Kevin O’Connor
Director of Supply Chain Services
MBM Foodservice
Diamond Sponsor



“As a DFA Sponsor, we have learned that it’s all about relationship building. Quantum has benefited in numerous ways over our years of sponsorship. We’ve been able to showcase many new products through our relationship with the DFA by gaining a greater listening audience. This relationship has enhanced our perspective of the challenges of what both the DFA and the vendor have in growing the brand. We strongly endorse the sponsorship program and see nothing but benefits for the supplier at that level of involvement.”

Kerry Deutsch
National Account Manager
Quantum Foods, Inc.
Platinum Sponsor



“Our DFA Sponsorship has allowed us to enhance and grow a mutually beneficial relationship with an important stakeholder to our business. This has enabled us to both expand and add profitable relationships that will endure over time; between a leading family dining chain and a leading restaurant financier. From a cost - benefit standpoint it’s a win-win.”

Sharon Soltero
Vice President, Franchisor Relations and Marketing
First Franchise Capital
Bronze Sponsor

