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**Douglas Pearce Wins *Hospitality Supplier of the Year Award***

**(Raleigh – For Immediate Release)** Douglas Pearce, owner/operator of Design Food Group, has been awarded the 2010 Hospitality Supplier of the Year Awards from NCRLA. Pearce will receive his award at the first annual Taste of North Carolina on February 8, 2010 from 6-9pm at the Washington Duke Inn & Golf Club of Durham, North Carolina

Winners of the supplier of the year must be viewed as highly successful in the eyes of his or her fellow operators, employees, and the community. Winners also should have made contributions to the industry on the basis of his/her own business ethics and have contributed to the overall image of the hospitality industry. Douglas Pearce was seen by his peers as having met these criteria and more.

Design Food Group (DFG) was founded in 1985 by Doug Pearce, and is the parent company of Sea Supreme, Alliance Poultry, and Baker's Choice Pan Sprays. DFG serves restaurant chains in all fifty states with offices in Raleigh, NC and Los Angeles CA. Their customer base consists of Golden Corral, Bob Evans, Wendy's, Sirloin Stockade, Ruth's Chris, Harrah's Casino's, MGM Casinos, Red Lobster and Darden Restaurant Chains including Capital Grill's. Fast Food companies: Long John Silver's and Captain D's. They service MBM, US Foodservice, Sysco Food Service and Gordon's Foodservice who deliver the products to the above chains. They also fly fresh fish (from all over the world, including Alaska) everyday to many of the upscale restaurants in the USA.

"Douglas Pearce and Design Food Group are integral to the hospitality industry of North Carolina," said Paul Stone, President and CEO of NCRLA. "Everything that Douglas Pearce does is for the betterment of the industry."

Tickets to the Taste of North Carolina can be purchased online at [NCRLA.biz](http://NCRLA.biz). Tickets are \$79 a piece for the event, which will be celebrating the best food, beer, wine and hospitality service in North Carolina. For more information on the event, the awards, or how to become a sponsor, contact Rebecca Crews at 1-800-582-8750.

**About NCRLA:** NCRLA, the North Carolina Restaurant and Lodging Association is the leading advocate and resource for the state's \$17.5 billion hospitality industry. Combined, restaurants and hotels are one of North Carolina's largest employers providing jobs to more than 10 percent of the state's workforce. For additional information, visit <http://www.ncrla.biz>

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