

Meeting brief: Corbel Dough Systems

Tuesday, 10:40 AM · Booth N-118 (Hall B)

WHO THEY ARE

Dough sheeters and dividers for independent pizzerias and bakeries. About 60 employees, sold through regional dealers.

WHO YOU'RE MEETING

Dana Reyes, VP of Sales. Owns dealer and partner relationships. Has final say on co-marketing and bundles.

WHY IT'S A MATCH

They sell to the same independent pizzerias you do, and they have no oven partner. A pizzeria buying a new oven usually needs dough equipment too. A bundle gives both of you a bigger ticket and a reason for dealers to carry both lines.

ASK FIRST

"When a pizzeria buys a sheeter from you, who are they usually buying their oven from?"

GOOD TO KNOW

- They launched a countertop sheeter this spring; ask how dealers are responding.
 - They already work with two of your Northeast dealers.
 - Not a competitor, not a current partner. On your approved list.
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