

Food Solutions Group

Food Solutions Group (FSG) customizes high-end food services for institutions and office buildings. Owners Nick, Stefan, and Andrew Vlisides came to the MI-SBTDC at the suggestion of their banker because they were looking to expand their business and needed a business plan. Regional Director Charlie Penner worked with them to create an Implications Wheel to assist in resolving major philosophical issues and continued to work with them as they implemented the resulting strategies. Charlie also assisted them in locating marketing and other resources.

With the help of the MI-SBTDC, Food Solutions Group added a second location with 14 new employees and achieved a 50 percent increase in sales. Perhaps most importantly, FSG has a clear and exciting growth strategy that is expected to produce exceptional results for many years to come. Food Solutions Group received the “Ann Arbor News Reader’s Choice Award” in 2004, they were named the “Best Kept Secret in Town”, and in 2006 their marketing materials were nominated for an Addy Award, the world’s largest and most challenging advertising competition.



The guidance and resources
Charlie Penner and the
MI-SBTDC have provided us
have been extremely beneficial to
the success and expansion of our
company.
~Stefan Vlisides,