



Where hard work, tenacity, education, experience, and integrity form the foundation of our Food Business Management Team.



We represent and support retail customers at both the headquarters and store levels in the Southwestern United States. The entire Advanced Marketing Concepts team is highly experienced at successfully supporting and fulfilling the manufacturer's business plan and at developing and maintaining high level relationships.

Contact us today to find out more about how we can help you achieve your sales goals –
marketingAMC@amcbroker.com

2717 W. Southern Avenue, Suite #1, Tempe, AZ 85282 Phone 602-431-1551

Advanced Marketing Concepts, Inc. was started in June of 1991, by Bill Claflin, as an Arizona Corporation.

Company Mission:

Advanced Marketing Concepts was founded to be the best at what it does. Our vision:

- To specialize in protein-based products; both perishable and frozen.
- To cater to food manufacturers that understand marketing and how to sell value added products.
- To effectively represent both the client and Advanced Marketing Concepts in a professional manner.

Specialization:

- Fresh and Frozen Meat Department Products.
- Service Deli Department Products.
- Formulized Custom Seasonings.

Retail Store Support:

Advanced Marketing Concepts offers professionally trained field staff qualified to address cold chain issues, deliver new item instructions, and provide comprehensive hands-on training. AMC's skilled team also provides:

- Consistent retail coverage and, if necessary, on an emergency basis.
- Monthly inventory management.
- Conduct Quality Assurance and Temperature Reports on perishable items on a 4-6 week cycle.
- Field representation to set displays and POS.
- Perform market surveys as requested by manufacturer.
- Strong coordination with product demonstrations.
- Reset coverage.
- Product Quality reporting on any issues.

AMC's team provides dynamic solutions, enthusiastic support, and positive results.

Principal Manufacturers



<https://sandersonfarms.com/>



<https://eversonspice.com/>



<https://butterball.com/>



<https://acmesmokedfish.com/>



<https://hometownbagel.com/>



<https://bih-us.com/>



<https://seaboardfoods.com/>



<https://blackwing.com/>



<https://lamexicanasalsa.com/>



<https://johnsoulesfoods.com/>



<https://hickoryfarms.com/>



<https://verdefarms.com/>



<https://dailysmeats.com/>



Email Coming Soon

Principal Customers



<https://albertsons.com/>



<https://safeway.com/>



<https://smithsfoodanddrug.com/>



<https://vons.com/>



<https://bashas.com/>



<https://foodcity.com/>



<https://sprouts.com/>



<https://freshthyme.com/>



<https://frys.com/>

Principal Distributors



<https://www.kehe.com/>



<https://www.sherwoodfoods.com/>



<https://www.harvestfooddistributors.com/>

Bill Claflin - President / Sales Manager

Bill has spent over 45 years in the food industry, with 40 of those years in the Arizona Marketplace. He spent 17 years with Foster Farms, with his last position as General Manager of Arizona, for Sales and Distribution. Bill started Advanced Marketing Concepts in 1991 after Foster Farms closed down their distribution center in Arizona. Bill is a graduate of California State University, Stanislaus, with an MBA degree.

Mike Scipione - Vice President of Sales & Marketing

Mike previously worked for Advanced Marketing Concepts 21 years ago. He returned and started his position as the Vice President of Sales and Marketing in October of 2020. Mike spent 19 years at Acosta Sales and Marketing where he began in a Business Manager role and finished as the General Manager, Senior Director for Arizona. He has spent the last 2 years working for AFB Food Brokerage as their Division Manager for Arizona. Mike is a graduate of Arizona State University.

AnnaLee Terrin – Sales & Marketing Manager

AnnaLee Terrin graduated from Arizona State University in Phoenix, Arizona with her Bachelors of Science in Dietetics where she heavily focused on Food and Nutrition Management. She has led many educational classes on nutrition and cooking focusing on current and upcoming trends. She enjoys promoting and learning about new, exciting, food innovations that keep our manufactures steps ahead of their competitors. Her background is not only in food but heavily focused in customer service skills stemming from her past as being a Maître D to also being the Customer Service Representative here at Advanced Marketing Concepts.

Jessica Dobis – Sales & Marketing Analyst

Jessica graduated from Boise State University in 2015 with a Bachelor of Arts degree in Communication. She relocated to the Phoenix Area from Boise, Idaho where she began her career in the consumer products industry. She was a dedicated field sales representative for 3 years. In January 2020, she started this new position as Sales and Marketing Analyst.

Jan Walters – Office Manager

Jan joined Advanced Marketing Concepts in 2015. She has many years of customer service and is thorough at following up on day-to-day business. She will address all customer service issues including daily purchase orders and transportation.

Ken Taylor – Field Sales Representative

Ken has over 40 years of experience in the food business in Arizona. He grew up in his family's food distribution company, Taylor Brothers Wholesale Distributors. Before coming to Advanced Marketing Concepts in 2014, Ken worked at several food brokerage firms with experience in meat, deli and food service.

Tom Tornabene – Field Sales Representative

Tom has spent many years in sales and most recently successfully managed his own real estate company. He also has experience from working with Campbell Soup Company and Nestle USA.

<https://www.meatingplace.com/>

<https://www.cheesereporter.com/>

<https://www.foodmarket.com/>