



PRESS RELEASE
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Comcast Business Joins International Food and Beverage Technology Association (IFBTA) As Global Industry Partner

Company Has More IFBTA Certified Foodservice Technology Professionals (CFTP) than Any Other Supplier Partner

PHILADELPHIA – AUGUST 18, 2020 – Comcast Business today announced that it has joined the International Food and Beverage Technology Association (IFBTA) as a Global Industry Partner. The IFBTA is a nonprofit trade association that promotes the use of technology within the global food and beverage industries with a specific focus on education, certification, research and networking. Additionally, more than 30 Comcast Business sales associates have received industry-specific training and certification through the IFBTA's Certified Foodservice Technology Professional (CFTP) program, making Comcast Business the supplier partner with the most certified professionals.

"The IFBTA is committed to providing industry-leading education and networking opportunities for our members and partners. We're proud to welcome Comcast Business to the association and are excited to work with their sales team as they take advantage of our CFTP certification program," said Robert Grimes, Founder and CEO of the IFBTA.

The CFTP certification is the first of its kind to provide a base-level understanding of the core elements that make up food and beverage technology. Comprised of twenty modules each covering individual topics ranging from point of sale, IT management, procurement, data analytics and everything in between, the IFBTA CFTP certification focuses on the most pertinent foodservice technology topics operators encounter daily.

"Comcast Business is thrilled to join the IFBTA and to enroll our professionals in their CFTP certification program," said Ray Hatch, Vice President Enterprise Solutions Vertical Markets, Comcast Business. "With the rapid advancements in foodservice and hospitality technologies, it's critical our food and beverage team remains highly informed and agile. Our goal is to have every member of this team certified and this partnership will help our team stay on top of technology trends and be better strategic business partners to the information technology professionals they work with every day."

To maintain the highest level of industry expertise and credibility, the CFTP certification was developed for, and by the industry; going through a rigorous development and review process that included participation of industry leaders, subject matter experts, and educators.

The CFTP certification program is available directly through the IFBTA and is appropriate for both entry-level and seasoned professionals. IFBTA members have access to the certification as a benefit of their membership. For more information on IFBTA initiatives, member benefits, and the CFTP certification, visit www.IFBTA.org.

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About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable.

Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services. For more information, call 866-429-3085. Follow on Twitter @ComcastBusiness and on other social media networks at <http://business.comcast.com/social>.

About the IFBTA

The International Food and Beverage Technology Association (IFBTA), a nonprofit trade association, promotes the use of technology within the global food and beverage industries with a specific focus on education, certification, standards, research and networking, while aligning with other industry associations and groups in support of their technology related initiatives; and to further the common business interests of the information technology industry by promoting the utilization of technology within all segments of the global food and beverage industry, including restaurant/foodservice, hospitality/lodging, gaming, onsite, beer/wine/spirits retailing, c-stores, catering, travel and other related segments of the food and beverage industry. Visit www.ifbta.org for more information or follow @IFBTA on Twitter.

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