



Lois Gamerman started Soft Stuff in 1990 in the sunroom of her home with one product: ice cream. Today, they are the region's premiere specialty foodservice distributor, located in Jessup, Md. in a 33,000 sq. ft. freezer warehouse. Specializing in menu category management, they now offer more than 4,000 line items including ice cream tubs and novelties, soups, appetizers, bagels, breads, cakes, cheesecakes, wraps, frozen doughs, cookies, brownies, dessert bars, individual desserts, miniature pastries, muffins and muffin batters, cinnamon rolls, croissants, quiche, hors d'oeuvres, pound cakes, sheet cakes and ... lots more. Whew!

FYI: Lois brought in a line of French filled beignets that are flying off the shelves — or out of the freezer, as the case may be. They also carry gluten-free items

that follow GF guidelines, many of which are certified.

Always on top of industry trends, look for clean, authentic flavors, international influences and smaller servings in 2017.

You may be wondering why the company is called Soft Stuff when they have thousands of delish items. Well, they tried to change it but customers loved it! A silly name for a serious company.

Soft Stuff is a certified woman-owned business, although Lois and her husband Bob are very much a team. This is a family business. With Soft Stuff, you get attention to detail and stellar customer service. They have low delivery minimums (they will break cases on most items), offer 5-day a week delivery (in most areas), and an after hours ordering line for next day deliveries.

In keeping up with demand (they now service Philly to Richmond),



Soft Stuff recently increased their fleet of trucks to 12; are in the process of updating their ERP software systems and website; and growing their social media presence

as well as building a site for better training purposes. Their goal is customer satisfaction and they pride themselves on 5-diamond customer service for corporations and independent restaurateurs.

To that end, all employees are knowledgeable about everything the company offers — from the delivery team to the sales staff. In five years, Lois and Bob expect that the company will service the Carolinas as well as Florida.

Soft Stuff is proud to be Sodexo North America's Strategic Diverse Partner of the Year and North American Vendor Partner of the year (2015). They understand that their success is directly tied to customer satisfaction and their mission is to provide one hundred percent, 100% of the time.

For more information, go to: www.GoSoftStuff.com