



FMI Associate Member Search Results

This search was performed on 12/27/2025 at 12:43 AM

If you find information that needs to be updated, please email membership@fmi.org.

FMI
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HS&R Sales and Marketing Solutions

Address: 2333 San Ramon Valley
Boulevard
Suite 185
San Ramon, CA 94583-1613

Tel: 925-406-0063

Website: <https://www.hsrsales.com/>

Products / Services: Advertising/Marketing and Design; Beverages; Brokers; Consulting Services; Dairy; Deli; Floral; Fresh; Frozen; Nonfoods; Household Products/Cleaning/Supplies; Ingredients; Meat/Poultry; Merchandising Services; Natural/Organic; Perishables; Private Brands; Produce; Seafood; Spices

Company Description: HSR Sales and Marketing Solutions is a Broker Sales Agency. HS&R employs a "Solution" based approach to every client. We tailor each Client's deliverables based on their objectives, maximizing results with our Retailer/Customer base. Our methodology is to match our Clients strengths with our Retailer/ Customers available programming, via creative and analytical diagnostics. Our "Hands-on" and relationship driven approach delivers results! Our Geography base consists of Northern California , Southern California, Denver Arizona and the Pacific Northwest.

We believe in full disclosure and mutual agreements on resource deployment.

Our core competencies are concentrated in the following arenas:

- * Center Store Grocery, Including Specialty/Organic
- * Meat/Deli/ Dairy/Refrigerated
- * Frozen Foods- Grocery and Meat
- * Private Label- Perishable and Non-Perishable

Each discipline is managed by an HS&R Associate with excellent skill sets with full "back office" support. Our Technological/Analytical approach combined with terrific relationships delivers superior results for our clients.

Primary Contact: Mr. Chris Spangler
President/CEO
