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AFFI Welcomes Returning and New Advantage Partners

McLean, VA – The [American Frozen Food Institute](#) (AFFI) welcomed the return of [Lineage Logistics](#) and the addition of [Controlled Environments Construction Inc.](#) as AFFI Advantage Partners. The companies join [Alchemy Systems](#) and [Sound Counsel Crisis Communications](#) in the innovative sponsorship program at the Institute.

The [AFFI Advantage Partner Program](#) is designed to supplement the marketing efforts of participating associate members of the Institute by providing them with increased exposure and access to frozen food and beverage companies with whom they wish to forge new, or expanded, business relationships.

[Lineage Logistics](#), an AFFI Advantage Partner since 2013, is a warehousing and logistics company that delivers sophisticated, customized and dependable cold chain solutions. Lineage Logistics has one of the largest facility networks in the United States, forged through the combination of entrepreneurial companies with long histories and strong reputations.

[Controlled Environments Construction Inc.](#) (CEC), AFFI's newest Advantage Partner, is a general contractor specializing in cold storage construction located in southern California. Since 1992, CEC has provided clients with complete design/build projects, including pre-construction planning, brownfield developments and 250,000 square foot facilities built from the ground up.

"We are pleased to welcome companies whose stellar reputation and professionalism help to define the AFFI Advantage Partner Program," said AFFI Interim President Joseph Clayton. "The AFFI Advantage Partner Program is designed to provide enhanced value to select member companies by facilitating greater exposure among and interaction with the frozen food and beverage-producing companies with whom they wish to do business."

All associate members currently in good standing with the Institute are eligible to apply for participation in the AFFI Advantage Partner Program.

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The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food and beverage industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. More information can be found at www.affi.org.

Alchemy is the global leader of innovative solutions that help food companies engage with their workforces to drive safety and productivity. Over two million food workers at 10,000 locations use Alchemy's tailored training, coaching, and communications programs to reduce workplace injuries, safeguard food, and increase yield. From farm to fork, Alchemy works with food growers, manufacturers, processors, packagers, distributors and retailers of all sizes to build a culture of operational excellence. For more information, please visit <http://www.alchemysystems.com/>.

Controlled Environments Construction, Inc. (CEC) is a general contractor with a specialty in cold storage construction located in southern California. Since 1992, CEC has been providing clients with complete design/build projects including pre-construction planning, brownfield developments and 250,000 square foot facilities built from the ground up. For more information, please visit <http://www.controlledenvironments.com>.

Lineage Logistics is a warehousing and logistics company built to deliver sophisticated, customized and dependable cold chain solutions nationwide. Lineage was formed through the combination of premier regional temperature controlled warehousing companies with long histories and strong reputations. For more information, please visit <http://lineagelogistics.com>.

Sound Counsel specializes in helping organizations and individuals prepare for and respond to situations requiring a crisis communications response. Sound Counsel's approach to crisis management emphasizes openness, accountability and accuracy, the three hallmarks of any successful crisis response. For more information, please visit <http://www.soundcounselcrisis.com>.