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| **FOR IMMEDIATE RELEASE** **April 21, 2025** | **Contact****James R. Jeansonne****Wasserstrom Marketing Director****(614) 737-8131****jamesjeansonne@wasserstrom.com** |

**The Wasserstrom Company Launches Spanish Language Website Feature to Expand Accessibility for Foodservice Professionals**

**COLUMBUS, OH –** The Wasserstrom Company, a leading distributor of foodservice equipment and supplies, is proud to announce the launch of its new Spanish language website feature on Wasserstrom.com. This significant enhancement underscores the company’s commitment to serving the diverse needs of its customer base and recognizing the vital role of Spanish-speaking professionals within the foodservice industry.

"We understand the substantial contributions of Spanish-speaking individuals to the foodservice sector," said Brad Wasserstrom, President of The Wasserstrom Company. "With our new Spanish language website on Wasserstrom.com, we're actively creating a more inclusive and accessible experience for our valued customers."

**Connecting With Over 30% of the Foodservice Workforce**

The foodservice industry relies heavily on immigrant labor, with many Spanish-speaking individuals finding their entry point into the workforce through this sector. According to the U.S. Bureau of Labor Statistics, Hispanic workers accounted for approximately 30.7% of all food preparation and serving related occupations. [Further data](https://www.bls.gov/cps/cpsaat11.htm) from a 2024 report by the same agency reveals that within the foodservice industry, Hispanic individuals comprise:

* 21.3% of managers
* 21.5% of head chefs
* 21.2% of first-line supervisors
* 41% of cooks
* 33.2% of food preparation workers
* 21.5% of bartenders

These statistics highlight the critical role of Hispanic workers in the industry’s operational backbone and emerging leadership.

**Addressing Language Barriers**

Shopping for specialized equipment and supplies can be challenging when language barriers exist. Customers who primarily speak Spanish may encounter difficulties navigating an English-language website, leading to:

* **Product Comprehension:** Difficulty understanding detailed product descriptions, specifications, and technical terms, resulting in potential discrepancies between expectations and received products.
* **Navigation and Search:** Time-consuming and frustrating experiences when searching for specific items or categories due to unfamiliar terminology and website navigation.

By introducing Spanish language functionality on Wasserstrom.com, The Wasserstrom Company aims to minimize these obstacles and provide a more inclusive shopping environment.

"We are dedicated to ensuring every customer feels fully supported throughout their purchasing journey," explained Cathy King, EVP of Sales. "This new Spanish-language feature underscores our commitment to accessibility and customer care, creating a more functional and welcoming environment for our Spanish-speaking customers."

**¡Bienvenido a Wasserstrom!**

Customers can now access the Spanish version of the website by simply selecting the Spanish language option located in the top right corner of Wasserstrom.com.

The Wasserstrom Company encourages customers to provide feedback on the new Spanish language website feature. Feedback can be submitted by calling customer service (866) 634-8927 or the Wasserstrom.com [contact us form](https://www.wasserstrom.com/restaurant-supplies-equipment/corporate-contact-us).

**About The Wasserstrom Company**

The Wasserstrom Company is a leading distributor of foodservice equipment and supplies, serving restaurants, hotels, and other foodservice establishments nationwide. With a commitment to quality, innovation, and customer service, Wasserstrom provides a comprehensive range of equipment, smallwares, and solutions to meet the evolving needs of the foodservice industry. With over 120 years of experience in the business, Wasserstrom has the knowledge and expertise to help you find the right products for your operation.

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