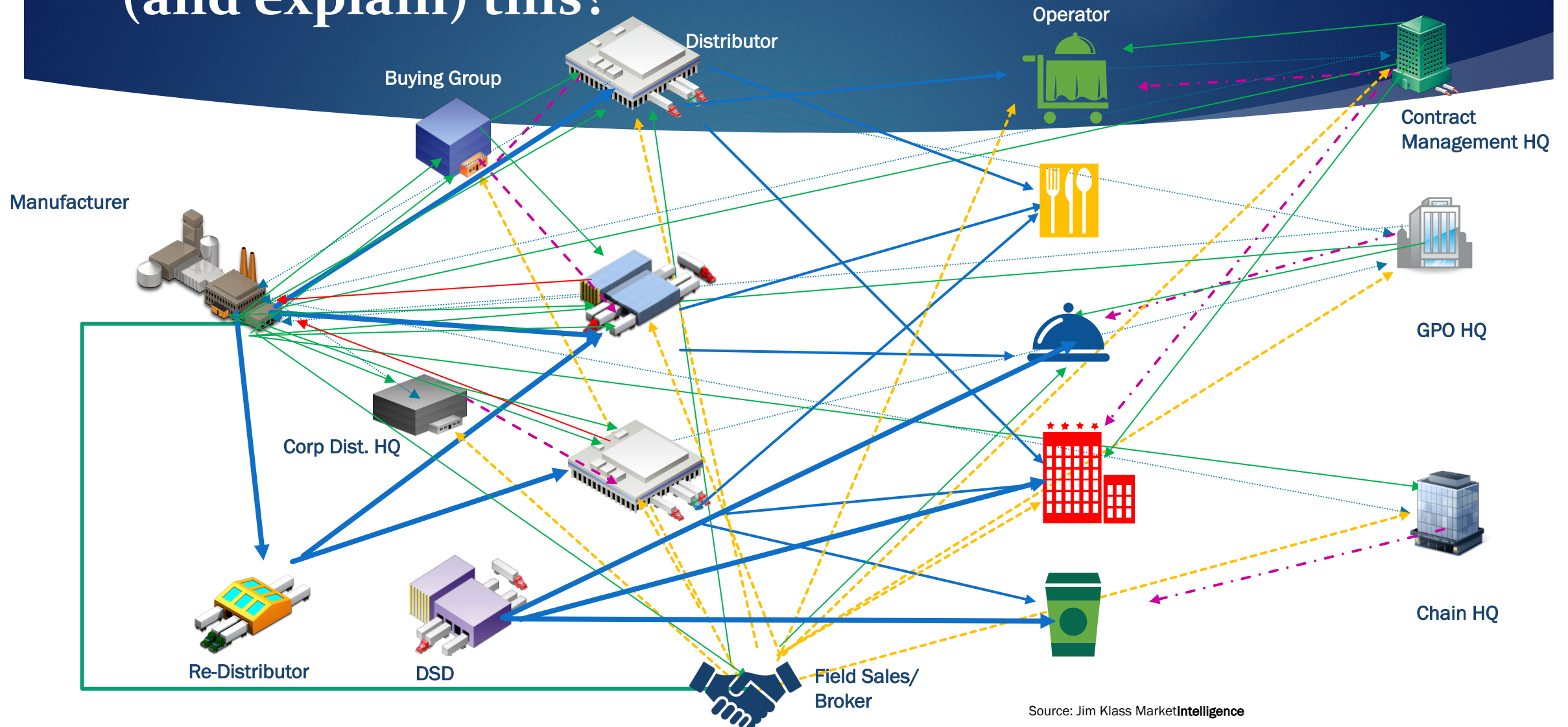


Improving Foodservice Route2Market in the Digital Age

market*intelligence*

Can your Management Consulting Firm draw (and explain) this?



Foodservice is ripe for disruption.... Why?

Lack of Attention

Foodservice Manufacturers have a attention span problem not their own but with brokers and DSRs

- **National Brokers** have over 300 lines to manage so unless you are their top one or two you won't have the coverage you are paying for
- **Distributor Sales Reps (DSRs)** they are incented to sell their own brands not yours

Operator| Consumer Expectations

The operator has changed. No longer do they wait in anticipation for a Broker rep or DSR to bring the latest and greatest to their door or visit a Foodshow for the launch of new products

- Instead they are connecting digitally utilizing their phone and the web as the new innovation source
- Consumers want to eat anytime anywhere, you need to be ready to engage them

Focus

Today, manufacturers have a wealth of data and a dearth of actionable insights

- The challenge is how to turn the data you have into information
- Make each operator connection meaningful and aligned to your strategic business plan

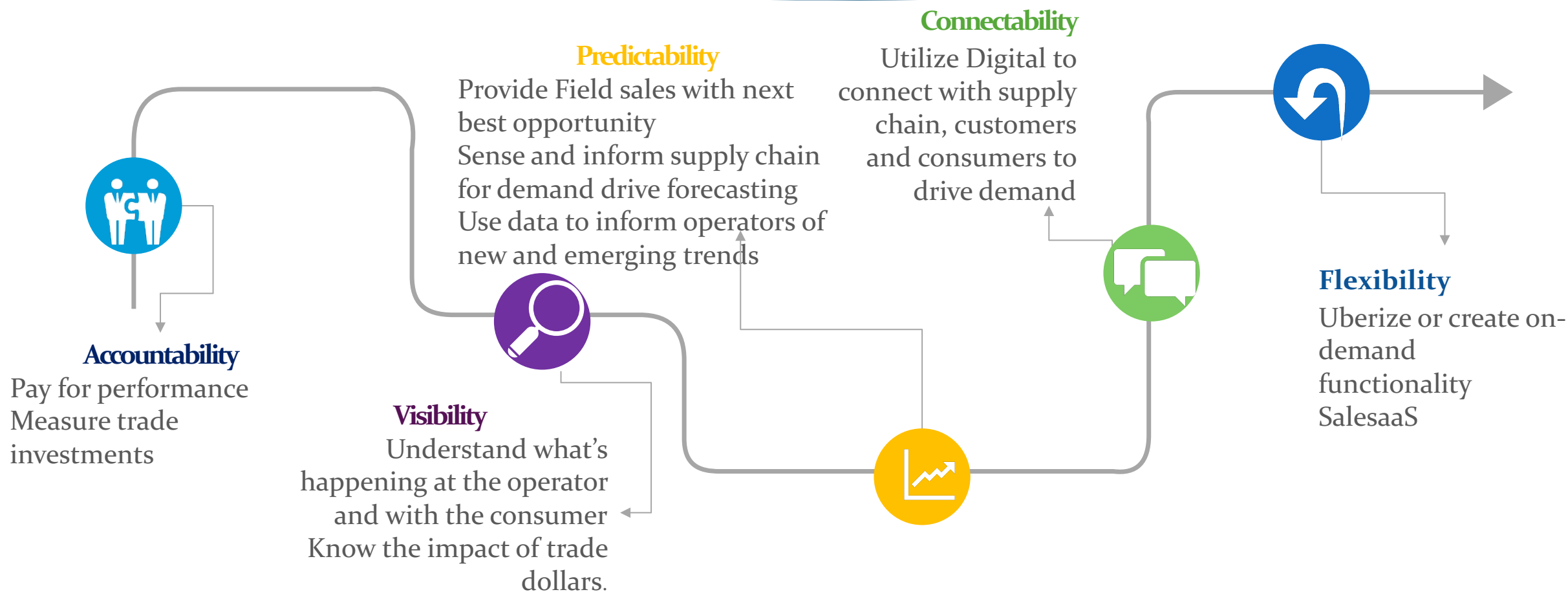
In a recent WhitePaper I authored for Accenture we identified **7 insights**

Some will work for organizations
that are both retail and foodservice
other work for all foodservice
organizations

Let's figure out what works for you

- ✓ Work with foodservice operators to **reconnect to the consumer**, understanding trends consumers are following...or rejecting
- ✓ Brand impressions **translate across channels**, insure your innovation teams collaborate across channels
- ✓ Consumers want to engage anytime anywhere, make foodservice an integral part of your **omnichannel strategy**.
- ✓ Redesign your **route to market** at retailers to include foodservice team members – they are the voice of the consumer
- ✓ Consumers are talking about your brands, whether as an experience dining out or through retail, begin a **dialog across digital channels**
- ✓ Use a **single connected front office platform across the organization** → a single version of the truth.
- ✓ Connect the dots across channels and deliver **actionable insights**

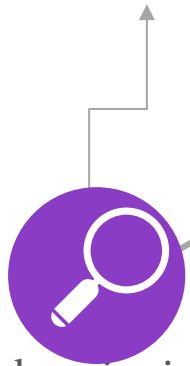
Focus on these 5 “abilities” to Drive Performance and Fuel Growth



Key areas to explore...

Analytics

Linking the data puzzle will provide sales with the “next best” opportunity, allowing for better utilization of sales reps time. Field sales will have greater **visibility** to their accounts’ service history and how they are performing. Analytics can **predict** what cross sell / up sell opportunities exist.



Advanced CRM

Since foodservice is a three tiered distribution model it is difficult to measure how sales reps are performing. Utilizing both shipment and transactional data will provide the capability to hold reps **accountable** by matching sales in CRM with actuals, and incent both reps and customers for desired performance.



Trade Optimization

Can we optimize trade by customer or unit? Does one size fits all make sense? Customers can have greater control over their trade rates by following certain activities which can be tracked by our analytic engine and allow for **accountability** and **visibility**.



Liquid Sales Force

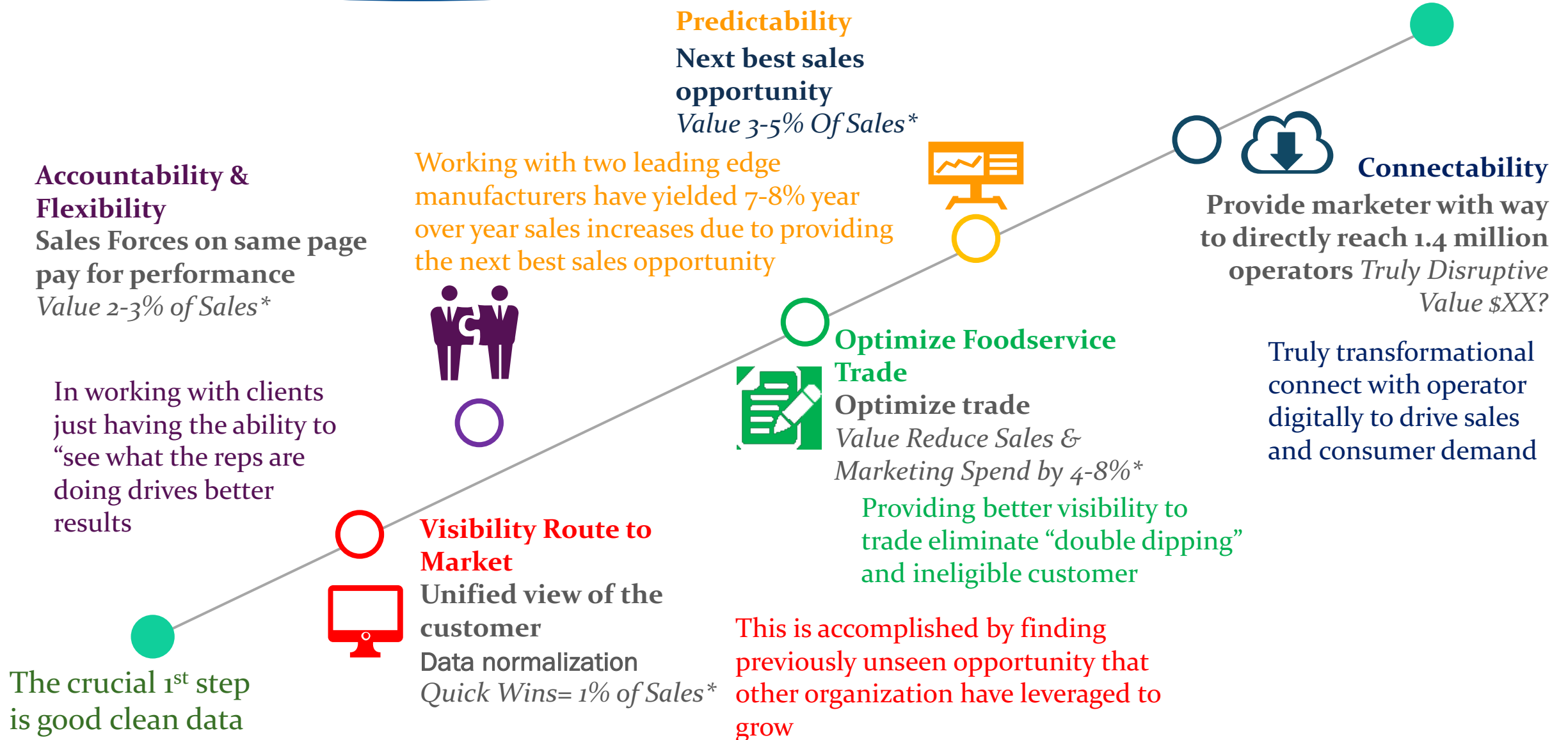
Rethinking Route2Market how to have a **flexible** on demand sales force that can adapt to new product launches and other sales activities



Digital

A new approach is needed to **connect** with 1.4 million operators and to help sales & marketing drive “butts in seats”

You can start any where and have an immediate impact on your business



Next Steps ... How we can help

Where are we today?

Conduct a readiness **assessment** across the 5 “abilities”

Where do we want to be?

Develop a **roadmap** of what the organization will look like in the future and the value the changes will bring

Take the journey

Determine the resources both internal and external needed to attain success and **execute**

Measure the results

The journey isn’t worthwhile if you can’t measure the results. Did we achieve the **value identified**?

Measure the results

Where do we want to be?

Where do we want to be?

Where are we today?