

# ***Foodservice Friction***

Time to rethink the model

Jim Klass

marketintelligence

# Foodservice is a complicated channel.....

## 1 Buying Groups:

Core-Mark,  
UniPro FAB,  
Legacy FS  
Golbon  
IMA

## 2 Corporate:

PFG, USF  
Sysco GFS

## 3 Field Sales: Manufacturer

Core, Affinity

## 4 System:

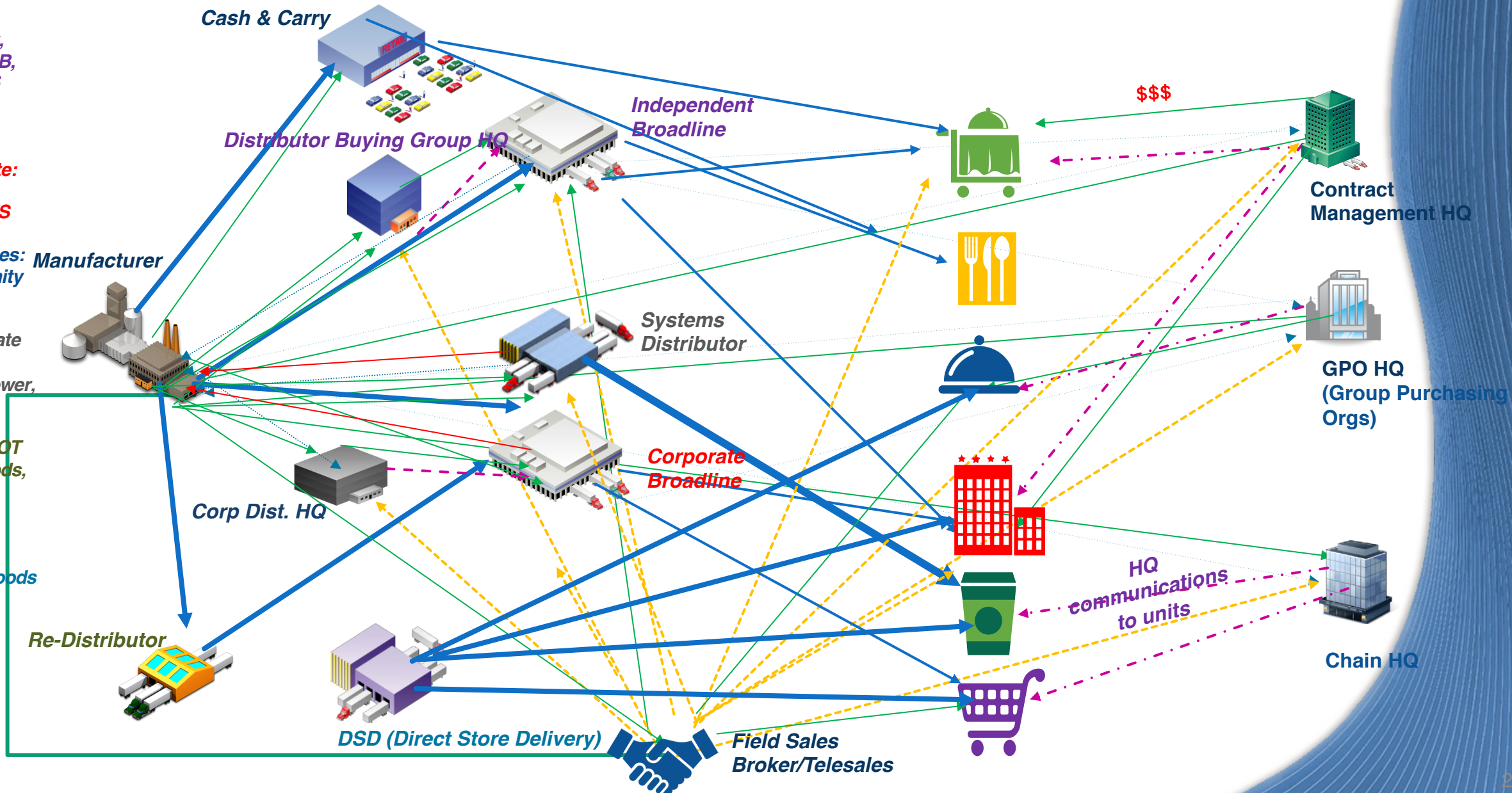
Golden State  
McLane,  
Martin Brower,  
Sygma

## 5 Re-Di: DOT

Honor Foods,  
G&C

## 6 DSD:

Bimbo  
Flowers Foods



# Traditional Supply Chain

Silo'd, limited collaboration



## Foodservice Manufacturer

Lack real time operator data

Increasing trade spending without increasing ROI



## Distributor

Fear of losing business restricts any cooperation with trading partners.  
Limited cost to serve



## Foodservice Operators (Independents)

Bazaar DSR pricing Seat of the pants understanding of what drives margin



## Consumers

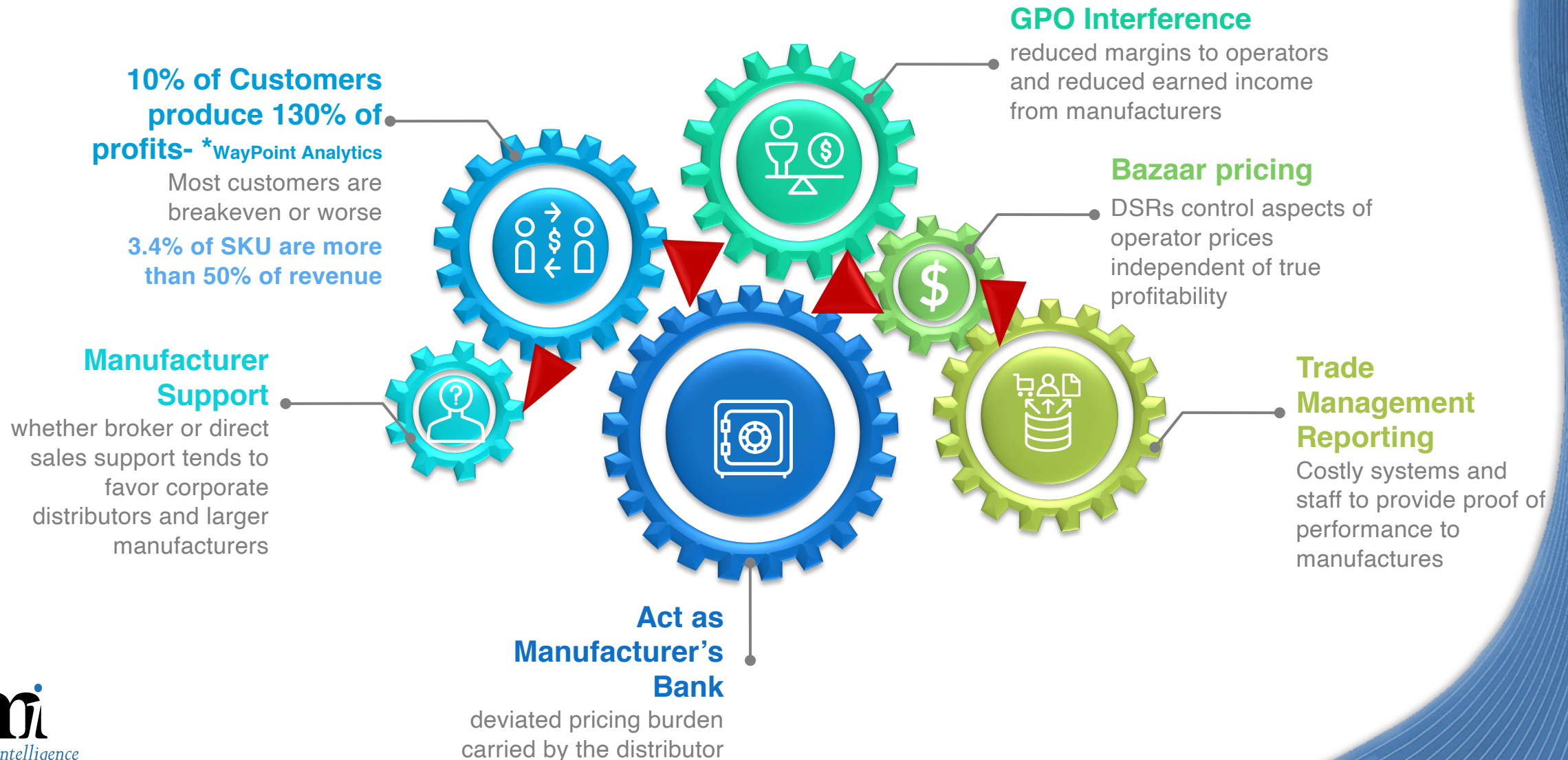
Post Covid using digital more to find and order from restaurants



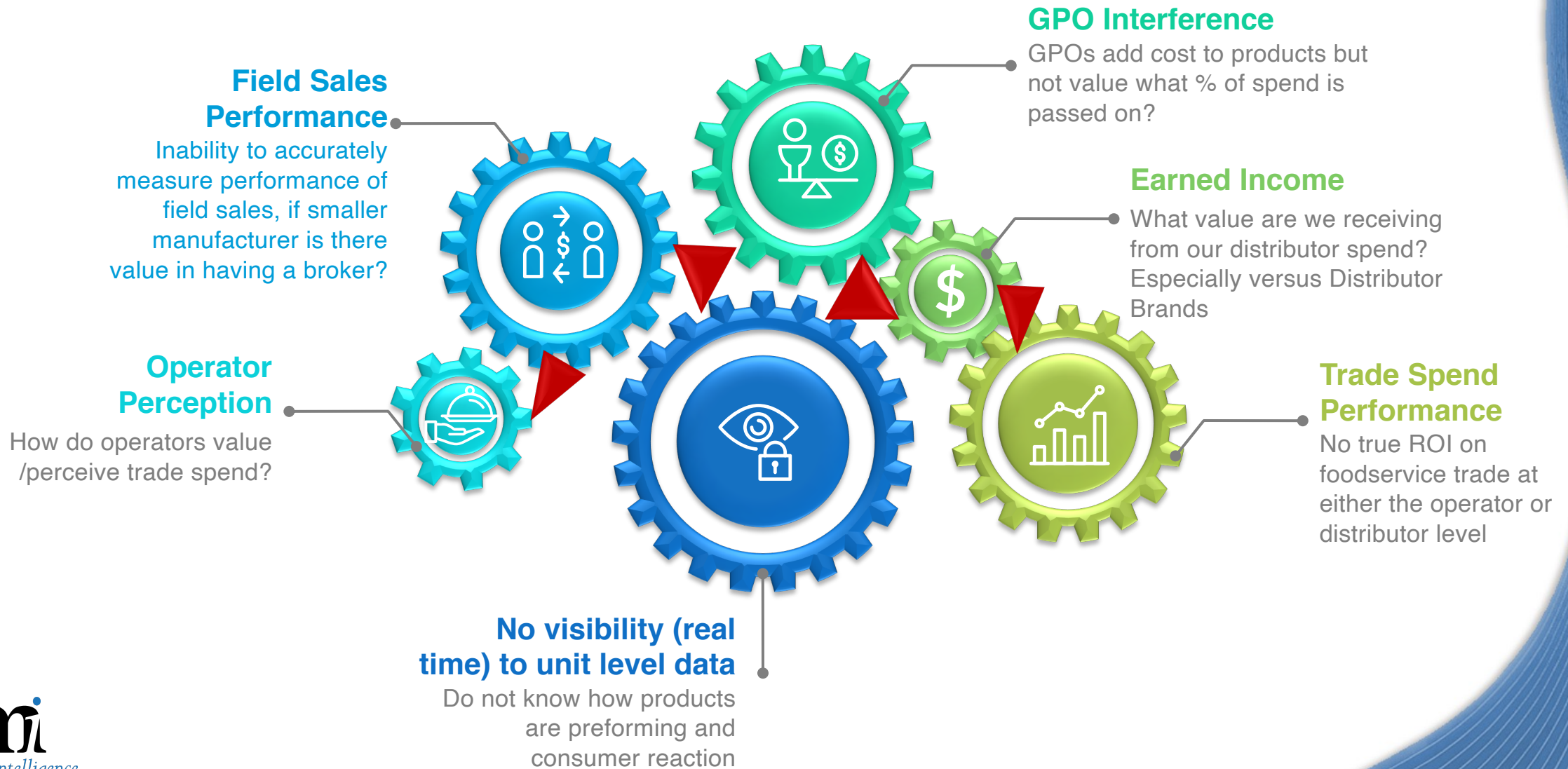
# Independent Operator Friction



# Distributor Friction



# Manufacturer Friction





# Frictionless Foodservice

A collaborative digital supply chain

Adding value to all



## Foodservice Manufacturer

Has (near) real time data  
able to measure trade  
spend and adjust  
inventory to consumer  
demands and trends

## Distributor

Earns revenue from  
manufacturer by sharing  
demand data. Reducing  
administrative & sales  
burdens

## Independent Operators

Understand pricing  
rational & menu  
contribution, receive  
trends information  
Share Purchase data  
Potentially down to POS  
data

## Consumers

Consumers are attracted  
to operators with on-trend  
offering and Limited Time  
Offers

**This model exists for the Top 100 Chains**

Jim Klass Managing Director

market*intelligence*, LLC

704.562.9794

[jimklass@marketintelligence.solutions](mailto:jimklass@marketintelligence.solutions)

