



Foodservice Trade Spending

Pentalllect is pleased to announce the launch of ***PREVAILING INDUSTRY PRACTICES***, a series of one-of-a kind reports that provide comprehensive benchmarks and analysis of major issues affecting suppliers' operating performance and profitability. The reports are based on extensive field input and Pentalllect's best-in-class experience.

The first ***PREVAILING INDUSTRY PRACTICES*** report is on the critical topic of **FOODSERVICE TRADE SPENDING**. For the first time, manufacturers have access to "hard facts" on spending levels, processes, policies and trends in foodservice trade. Specific estimates and Pentalllect commentary are provided on the following areas:

- Contract share of business by customer type
- Spending rate by customer type
- Distributor program types and shares
- Distributor program rates by brand type
- Operator program types and shares
- Deal rates by customer segment
- How manufacturers view GPOs and their volume impact
- Multi-dipping
- Deal thresholds
- Price extendibility
- Budgeting practices
- Guaranteed pricing
- Program evaluation

The Pentalllect **FOODSERVICE TRADE SPENDING** report is available for \$799 till September 1 after which the price will be \$999. To order the report, please either submit the attached form, email us at info@pentalllect.com, or call 888-0651-3104.



Foodservice Trade Spending

Acceptance

Accepted by:

NAME

SIGNATURE

TITLE

E-MAIL

ADDRESS

PHONE

DATE

Note: The report is intended for the use of the purchasing company only and may not be shared with any other organization.

Once approved, please sign, scan and email this page to Rob Veidenheimer at robv@pentalllect.com.

Thank you for your business!