

You're encouraged to attend...

A Pentalllect Strategic Summit

FOODSERVICE DISTRIBUTION: ISSUES, OUTLOOK AND IMPLICATIONS

DECEMBER 5, 2017. 8:30 AM – 3:30 PM

The Conference Center
at One North Wacker
One North Wacker Drive
2nd Floor
Chicago, Illinois 60606

The foodservice distribution channel is benefiting from reasonably healthy demand and cost tailwinds. However, foodservice distributors are facing unique challenges and new opportunities that will change the landscape and buyer/seller interface.

This strategic summit will address how changing distributor dynamics and new market realities will impact trading partners and will include Pentalllect's perspectives regarding how trading partners must position themselves to succeed.

The format of the Summit will consist of a series of concise (20 – 30 minute) presentations on relevant topics followed by Q & A. A guest speaker(s) from a Power Distributor will add depth to the coverage.

The topics we will address, along with their implications, are:

The Future of Brands

- Does the decline in traditional brands present significant upside for distributor brands?

The Impact of Nontraditional Distribution Channels

- How will emerging competitive threats such as third party online and manufacturer direct impact traditional distribution channels?
- Has the cash-n-carry channel plateaued?
- Will Costco's Business Centers become a far bigger market factor?

Is Category Management a Failed Experiment?

- What is the future of Category Management?

Marketplace Leverage Shifts

- Given the growth of "power buyers" (most notably, GPOs) and other related factors, how significantly will the distributor market position and profit model change?
- Is GPO price extendibility a foregone conclusion?

Changing Distribution Market Structure and Composition

- What changes will take place over the next five years?
- Why are specialists flourishing and will they continue to do so?

Future Distributor Operating Models/Business Practices

- What is the future of DSRs? Can they really be replaced and/or redirected?
- Which technologies will be real "game changers" for distributors?
- Will centralization and RFPs become the prevailing distributor purchasing methodologies going forward?

Changing Manufacturer Practices

- Will major manufacturers succeed in reducing their trade dollars and/or shifting them more to performance based programs?
- Go-to-market models: Where and how will manufacturers direct business development resources among distributors and operators?

You're encouraged to attend...

A Pentalllect Strategic Summit

FOODSERVICE DISTRIBUTION: ISSUES, OUTLOOK AND IMPLICATIONS

DECEMBER 5, 2017. 8:30 AM – 3:30 PM

The Conference Center
at One North Wacker
One North Wacker Drive
2nd Floor
Chicago, Illinois 60606

What's the Agenda?

Check In and Continental Breakfast	7:30 – 8:30
Morning Session	8:30 – 12:00
Lunch	12:00 – 1:00
Afternoon Session	1:00 – 3:30

Why attend?

Pentalllect will provide unique benefits to attendees of this Strategic Summit:

- Thought-leading and comprehensive perspectives on the evolving distribution landscape
- Insights on specific strategies and tactics needed to adapt and succeed in the “future state”
- Interaction with industry leaders

How to register

The registration fee is **\$999 per person**
for individual registrations

For organizations sending two or more attendees,
the registration fee is **\$799 per person**

Use this link to register
[Pentalllect Distributor Summit Sign-Up](#)

or contact Pentalllect
at info@pentalllect.com
or **888-651-3104**.

