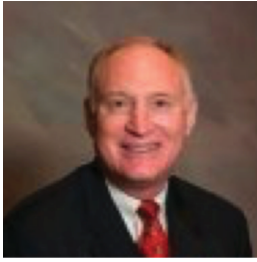


About Retail FoodService Today



Chip Bolton
Marketing/
Communications
Synergy Group

Retail Foodservice has reshaped our notions of food and our sense of meals. It is the bill of fare of the New Food World Order and there the tradition ends.

We are in an era of unprecedented business migration and evolution within food distribution. The old legacy “push” driven channels of Retail and Foodservice driving supply blended and spawned a third slice of the pie – Retail FoodService, now a recognized “pull” channel driving demand. This horizontal integration across these channels and segments has created a new way to go to market, one that now must involve incorporating both a “push and pull”. Traditional vertical marketing strategies focused within solitary distribution channels are no longer enough to sustain acceptable product growth and a marketable competitive edge.

A veritable smorgasbord of food is finding its way from foodservice to retail and back again, impacting supermarkets, c-stores, restaurants, as well as mass merchandisers, each chasing the others for his share of consumers’ food dollars. These consumer driven product migrations enable a diversified consumer profile to assemble their meals from anywhere, and with varying taste and flavor profiles. Providing the catalyst for a new food world order of manufacturers, operators, and those throughout the supply chain.

Whether you operate in foodservice, retail or are considering possibilities in Retail Foodservice, anxiety about your capacity to change and grow will put you at a crossroads, confused as to who is your customer. Come to Retail FoodService Today to get up to speed with the new food world order and how you can appease this new food world order.

For further information, please contact Bill Pizzico at bpizzico.synergy@gmail.com or 610-941-2113.

Build It, They're Here



Jeff Schaeffer
Strategic Finance
Synergy Group

The time has come, the need is here, all that needs to be done now is to acknowledge a new food channel has emerged and it needs unabridged coverage.

The strongest, clearest mirror of changing consumer demographics and their influence on the trends driving new eating and living habits is the retail food and manufacturing industry. The early retailer and manufacturer adopters, and adapters, usually get a competitive jump that serves them well by offering the products and services, the innovations, that put them at the forefront of shopper consciousness fed by the lifestyle and nutrition information streams running pretty much everywhere you look. What starts out as a millennial dynamic, the demographic driving most new trends, quickly spreads to a broader cross-section of the general consumer marketplace.

Much has been said and written about regarding center store challenges, and much has changed in terms of the sku's in these aisles reflecting changing consumer lifestyle and nutrition demands. But center store gets overshadowed by retailer food service because, as grocery growth stats scream out, food service is building much faster. With increased retailing food service emphasis and configuration, the insulin feeding the total store goes to a combination of cells, no longer one versus the other.

Today's consumer has a louder voice than ever and is being heard much clearer than ever with their "social media" megaphone and direct line to today's manufacturer and operator, and while the manufacturers, operators, and those in the supply chain "push" are listening most trade publications are watching. Retail Cuisine Business is solely dedicated to covering this new "pull" channel from those sending the message to those reacting to it.

For further information, please contact Bill Pizzico at bpizzico.synergy@gmail.com or 610-941-2113.

It's About Time



Tom Macrina
Culinary Operations
Synergy Group

The retail cuisine chef, driving the channel, maturing the expertise.

The retail cuisine chef is the driving influence in the development of the Retail Foodservice channel, and yes, most likely it presents itself in the guises of a retail super deli or a breakfast, lunch, and dinner destination whose creations result from the skills of highly qualified chefs, across all channels of food distribution. The abilities of retail cuisine chefs go well beyond recipe development and food preparation to the most critical aspects of menu development, speed to case delivery, planning and execution, cook 'n hold options, equipment selection, inventory management, food waste minimization (shrink), and food safety. They also confront the daunting challenges of making the food eye appealing in stainless steel bowls, and/or arranged inside glass display cases, or prepackaged for Grab 'n Go convenience.

When asked what they feel is the most difficult task of experienced foodservice chefs within the retail environment both Chef Macrina, a world recognized foodservice chef, and nationally recognized food merchandiser and consultant Roxanne Johnson agree, "For the most part, the retail cuisine chef is aiming at moving targets. With deeper consideration given to, Grab 'n go takeout, consumers' dine-in profiles not only continue to change, but also mature as their age and family needs begin to influence their taste and flavor preferences, as well as their cuisine choices, evolve."

More than ever, consumers are swayed by local favorites and urges to experience exotic international and untried regional flavors. So, not only do these moving targets impact menu selections, product development, and recipe preferences, they also present trials in logistics and product procurement strategies. Of course there are certain menu basics that remain constant and are dependent on retail operators. However, as the targets are moving, the chefs' anticipation skills become even more refined as they continue to match their food presentation and recipes coordination forecasting.

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