

## INFORMATION ECONOMY

In an economy empowered by information, knowledge the primary raw material, the fuel now becomes how to apply the information to gain the competitive leverage to achieve optimum performance levels.

The Synergy Group, recognized as a premier Retail Foodservice consulting agency, has parleyed three decades of their combined go-to-market experiences in retail, foodservice, and culinary into a business model foundation designed to deliver distinctive, competitive, and practical Retail Foodservice go-to-market solutions.

Today's environment no longer reflects traditional, vertically integrated market channels where the audiences were firmly their places and easily identified. Now they are on the move, watchful for new and exciting meal and menu options in customary venues as well as locales unimagined a decade ago. This sort of horizontal integration spans multiple supply chains and consumer touch points creating uncertainties among participants as to who is the customer and who is the competition.

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**“Retail FoodService... is the standard bearer of an economic opportunity where knowledge spawns fresh ideas that shorten the pathways to sustained product success and business growth.”**

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In an “information economy” where knowledge is the primary raw material, Synergy Group, a premier food-consulting agency, has parleyed two decades of seasoned knowledge into distinctive, practical go-to-market solutions enabling manu-



facturers, distributors, and retailers to navigate the challenges of growth and change in Retail FoodService.

Twenty years ago Synergy recognized the legacy channels blending and understood the reach and magnitude of that effect on food distribution. The realization led us to define Retail FoodService. It is the standard bearer of an economic opportunity where knowledge spawns fresh ideas that shorten the pathways to sustained product success and business growth.

Synergy Group has harmonized its unique insights and fashioned a suite of branded tools for market fitness, providing the speed-to-market competitive edge to grasp opportunities and avoid peril. Retail FoodService is not only a convergence of marketing and business planning; it is, at its heart, reliant on incisive communications for direction and action.

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**L**earn more about this ‘information’ driven Retail Foodservice Economy will both enable and establish a growth leadership posture.

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