

ABOUT RETAIL FOODSERVICE TODAY

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.

Learn more about our publication, Retail FoodService Today, and keep up with our next issue on our website through Reading Material.