

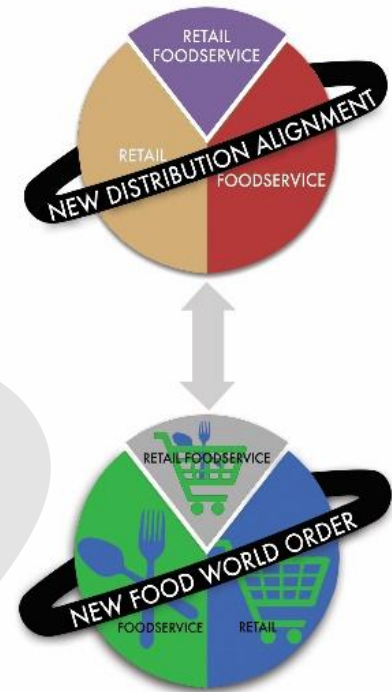
Retail FoodService Today

At the forefront of Synergy's portfolio of services is our groundbreaking, flagship product *Retail FoodService Today* magazine, a digital journal used as the resource of Retail Foodservice information.

It explores the ins and outs exclusive to the powerfully integrated, yet untamed Retail Foodservice channel, and lays bare supply chain challenges untouched by traditional media, sketching out growth solutions unseen by others.

Retail Foodservice Establishes and Reshapes Leaders and Laggards of the Market Landscape

- *Retail FoodService Today* takes hold of the traditional retail and foodservice “push” channels and provides the logic behind why a third food distribution channel was born.
- Retail Foodservice re-shapes the market landscape from manufacturers to operators who now must combine their go-to-market strategies to include both traditional “push” channels and the “pull” that defines Retail Foodservice.



Retail Cuisine Business Traces the Evolution

- Like a new food world "channel anthropologist," *Retail FoodService Today* traces the evolution and course of Retail Foodservice as it collides with industry traditions, defining and delivering compelling editorial, meaningful interviews, and fresh insights from experienced business professionals describing the landscape as they see it from inside the business.
- *Retail FoodService Today* not only digests industry information, but answers questions posed by manufacturers, operators, and others in the "push" supply chains as they face the go-to-market challenges of a newly established "pull" channel.
- Retail Foodservice's dynamic changes have formed a new food world order, creating substantial editorial and financial opportunities for a publication solely dedicated to this new distribution channel.



Consumers Create “Crowd-sourced” Communications Influence Through the Power of Social Media

- Expanding cultural diversity and the power of social media are driving new notions of what people eat, when they eat, and where they eat, changing the rules of food marketing forever. Retail Foodservice is officially a “pull” vertical channel. Consumers with social media power have basically created their own crowd-sourced communications influence.
- They speak directly to manufacturers and operators, side-stepping the dated “link-to-link” whispers down the supply chains of the long-established “push” verticals that once dictated shoppers’ food choices.
- Manufacturers, distributors, and others in the supply chain must listen to an energized marketplace, now intermingled with millennials, boomers, and seniors.

Abundant Growth Opportunities

Focus on Retail Foodservice creates opportunities for reader education including advertiser participation and insight for manufacturer information.

Retail FoodService Today will:

- Serve Retail Foodservice with information and perspective that is educationally supportive of the practices that shape this market.
- Provide readers with highly focused Retail Foodservice content delivered through specialized print and digital media, events, conferences, and expos.
- Provide suppliers with carefully targeted audiences of Retail Foodservice decision makers, operators, and practitioners.
- Capitalize on powerful demographic trends that drive and favor Retail Foodservice.
- Create a multi-million dollar Retail Foodservice multi-platform business that generates income presently not, or is minimally, captured through conventional vehicles or is significantly incremental.
- Create a trade show opportunity that, to date, does not exist

Dynamic Changes

- The evolution of Retail Foodservice has created a new food world order, creating substantial editorial and financial opportunities for a publication solely dedicated to channel, which is the logic behind the birth of *Retail FoodService Today*



Retail Foodservice Causes Dynamic and Disruptive Changes in How Manufacturers and Others in the Supply Chain Go-to-Market

Market Reasoning:

- Retail Foodservice is a dynamic, high growth food channel
- Receiving interest throughout the supply chain.
- A projected \$200 billion marketplace within the 10 years
- The channel is being covered informally, ineffectively, and in some instances not at all, through multiple publication sources.
- *Retail Cuisine Business* focuses and commands attention through a horizontally integrated strategy that combines both the “pull” vertical of Retail Foodservice with the “push” vertical of traditional retail and foodservice.
- Will attract manufacturers and operators in the channel with virtually no where to focus their ad budgets.

“Pull” Quickly Taking the Lead as Consumers and Operators Become More Entrenched in Meal Planning Demands

“Pull” channel, driven by today's consumer power to crowd-source an influential virtual communications model, dictates to manufacturers and operators, alike, to cater better to their meal planning demands.

The attitude of manufactures, distributors, and sales agencies is to win the race to market entrance with all developing at a record pace new products demanded by consumers, and operators of the retail Super Deli.

- Advertising dollars are being spent, but budgets are scattered throughout the marketplace as publishers remain inside their vertical food channel silos.
- Manufactures and operators - foodservice and retail - are spreading their ad dollars over multiple publications to attract cross-over business.



Power of the Crowd

Editorial for Retail Segments Will Drive Advertisers and Sponsors

- Consumer purchase patterns are moving quickly and steadily to the retail Super Deli while certain restaurant segments continue to lose market share.
- Retail operators' construction and design budgets have almost doubled in five years to create and enhance the retail Super Deli.
- The right name and the right positioning statement.
Retail FoodService Today - The DNA of Retail FoodService.
- The goal to provide a multi-faceted editorial approach to drive readership created a one of a kind database. *Retail FoodService Today* is dedicated to Retail Foodservice with a horizontal, segment strategy that broadens and deepens its editorial reach and maintains appeal.
- Feature stories, columns, and presentations will all be in harmony with Retail FoodService.

Until Now, No Exclusive Coverage of the Fastest Growing Distribution Channel

Why?

- Some publishers are reluctant to venture into new markets fearing “advertiser cannibalization” within their other properties.
- Some single-focused vertical silo competitors have lost the opportunities to gain new advertisers while others have lost incremental business due to their single vertical channel coverage strategy and the cannibalism of advertising fear factor.
- Flavor infusion is driving product taste profiles while local sourcing is influencing mergers and acquisitions among suppliers and manufactures.
- Millennials, baby boomers, and seniors are buying in similar shopping patterns.
- Cleaner labels are in demand, forcing new ingredients and ingredient sourcing.
- Consumers’ lifestyles and workstyles are driving a wider variety of meal planning requirements with healthier and more convenient products as driving factors.



“Pull” Continues to Dominate Go-to-Market Strategies of Consumers

- Drug stores engaged in food sales, foodservice distributors backing up to supermarkets.
- Convenience stores with location power are an emerging market with over 60% offering foodservice and providing the biggest growth area for Retail Foodservice.
- Menu shopping convenience - the #1 reason on consumers' meal planning agendas.
- Retail Foodservice is here to stay with plenty of content and advertising opportunities.

Supermarkets with restaurants, Super Deli departments with visual taste, appealing buffets, and grab-'n-go islands assuming the role of the “In-store Take-out” department. Restaurants with retail products for sale.



Retail Cuisines Business Now an Editorial Mecca for Manufacturers, Distributors, Ad Agencies, Sales Agencies, and Operators

- As supply participants rethink their “go-to-market” strategies an editorial Mecca has been created.
- These dynamic market changes cause food businesses to rethink and re-configure their “go-to-market” strategies and, sometimes, their business models regarding performance goals in Retail Foodservice
- Businesses are seeking practical, actionable, knowledge, and expertise. They want no wasted motion and no rhetoric. They want speed-to-market.
- *Retail FoodService Today* provides these businesses a haven for market knowledge, competitive insights and a way, editorially, to meet new customers.



Auxiliary Market Opportunities

Retail Cuisine Chef Association, developed by Synergy Group, creates auxiliary market opportunities to establish editorial leverage and distinctive supplement opportunities.

- A new trade group
 - Retail Cuisine Chef Association (RCCA)
 - There was no trade show home or trade recognition. They are bundled with NRA chefs and IDDBA does not have them singled out.
 - Synergy saw a perfect opportunity to create a new path for editorial and capture a new base of advertisers dedicated to this new channel.
- Retail cuisine chefs influence purchasing and make purchasing decisions regarding products, equipment, and inventory logistics.
 - Nearly 10,000 strong.
 - Serve as experts for:
 - Seminars
 - Panel sessions
 - Research
- Synergy has direct contact with the current President of the American Culinary Federation.
- Limitless growth opportunities.



Auxiliary Market Opportunities

Many sales opportunities sync with Retail Foodservice and *Retail Cuisine Today*.

- Food shows

- We highlight products, not only from multiple channels, but also the operators, distributors, and brokers selling them.
- Broker groups and sales agencies are featured due to their influence with the operators and manufacturers.
- Advertisers
 - A retail cuisine chef food show will take a measurable share from IDDBA and NRA. Both are desperately trying to penetrate the other's exhibitor/attendee base.



What to Expect From the Retail FoodService Today Digital Journal

- Extensive brand growth and available participation with experienced food marketing professionals.
- Deliver expertise and specialization in meeting the demands of Retail Foodservice. Provide speed-to-market efficiency.
- Work in collaboration with manufacturers, sales agencies, and our partners.
- Provide content for print and digital vehicles, seminars, and events.
- Sell/collaborate with our partners
 - Train and educate them about the new channel and account dynamics
- Sell on our own
- Seminar/events/webinar ideation

What to Expect from Retail FoodService Today, Published by Synergy Media LLC

- Knowledgeable, experienced, and influential professionals
- A strong reputation for success
- Hands on participation
- Proactive insights
- Sales experience
- Editorial experience
- Know the publication landscape
- Know the market landscape
- Seminar leaders
- Panel discussion moderators
- Trade show booth members
- Regular media columns
- Feature story introductions and interviews
- Participate in client meetings and presentations
- Event and summit leadership and participation

