

Who Is Synergy?

A Retail Foodservice Consulting Agency

Who Is Synergy?

We are a Retail Foodservice consulting agency that functions as an extended marketing and communication resource providing go-to-market assets rooted in knowledge, experience, and expertise. Our focus is helping companies reach their next growth level.

In today's volatile marketplace, for any business to achieve its next level of performance requires added, experienced resources to build the growth platform.

Food distribution is changing dramatically due to the evolution of the Retail Foodservice channel. Manufacturers and their supply chain partners are faced with a convergence of two powerful food channels - retail and foodservice - and must align their go-to-market approaches to fit the needs of a third one.

This new channel demands re-alignment that incorporates a strategy including both the "push" and "pull" of food supply and distribution channels.

Experienced Professionals

- Synergy Group is a team of experienced food business professionals who, cumulatively, possess decades of industry experience in both the traditional retail and foodservice channels. We have positioned ourselves as a full-service resource for food manufacturers, distributors, sales agencies (brokers), and operators navigating the newly created Retail Foodservice channel.
- We transform our knowledge and experience into building successful marketing and go-to-market plans for manufacturers and operators who want to participate in Retail Foodservice, an estimated \$150 billion opportunity.
- With a dedicated focus on growth and performance, we preview clients' go-to-market approaches and create fact-based strategies to help them achieve heightened growth incorporating bottom line performance and market relevance.



Focused on the Big Idea

- Synergy's approach is edgy, competitive, comprehensive, and confident enough to define big ideas, stand behind them, and be accountable to them.
- Drawing from our experiences in retail, foodservice, and the careful observation of consumer trends, Synergy was first to note the channel's birth in 1997 and chronicle its 10 year growth to 2007 with our first publication *Foodservice Retailing*. We continue that practice with its new version *Retail Cuisine Business*.
- Retail Foodservice is Synergy's big idea. Only big ideas are disruptive enough to prompt real, sustainable growth. Our business model is founded on big ideas and delivers on them with practical, actionable go-to-market success stories.



The Evolution of Retail Foodservice Causes a Dramatic Shift in How Go-to-Market Plans Are Developed

- As food businesses rethink their go-to-market strategies, Synergy has developed the perfect mix of diverse experience and expertise to help clients identify and navigate the complex supply chain dynamics of aligning and integrating the “push” and “pull” channels into their current “go-to-market” positions.
- Our value proposition is speed-to-market efficiencies, cost effective budgeting, a clearly defined course of action, and cohesive messaging to meet performance benchmarks.



Connecting the Unconnected Dots in the Retail Foodservice Supply Chain

- Businesses realize they must now have a dedicated strategy strictly committed to Retail Foodservice, requiring specialized experience and expertise to integrate separate push and pull go-to-market models into a combined and powerful push/pull alignment.
- As an extended resource Synergy frees clients from the day-to day efforts dedicated to their current go-to-market models and seamlessly integrates our experience and expertise to help align their strategies with the newly created market channel.



The Evolution of Retail Foodservice Created the Need for a Consulting Agency with a Dedicated Focus on the Channel

- Food manufacturers, distributors, and operators are modifying their go-to-market strategies to address emerging ethnic tastes, expanding cultural diversity, feverishly paced lifestyles, and the power of a consumer driven, “crowd-sourced advertising agency” across all social media venues.
- Many manufacturers find themselves at a marketing crossroads, seeking assistance to make necessary decisions to develop their most profitable and expedient courses of action to make the go-to-market brand adjustments to remain competitive and relevant in this new food world order.
- Extended marketing partnerships with manufacturers and their operator clients are needed not only to drive sales, but to heighten brand awareness to achieve growth objectives.
- Today, emphasis in a “sales only” strategy does not produce innovation, speed to market or increased revenues, and may actually repress brand growth instead of nurturing it.

A Unique Retail Foodservice Perspective

- Retail Foodservice is a lifestyle-centric “pull” channel that reflects real time “consumer wants” as opposed to the traditional retail and foodservice “push” channels that offer only what suppliers think consumers want. This difference is significant as to how manufacturers and those in the supply chain build their go-to-market approaches.
- Manufacturers and their supply chain partners must recognize where the sales opportunities lie in their vertical push silos. It has been said and often repeated the lines between retail and foodservice are “blurred.” Synergy was the first to see the lines have blended or “converged.” We established a go-to-market horizontal approach across all market segments to address the vast opportunities of a powerful third channel.



Defining A Dramatic Supply Chain Shift

“Push” Meets “Pull”

Supply Now Drives Demand

- PUSH- the supply chain models of the vertical retail and foodservice channels have been rooted in the sales, marketing, and communications.
- Go-to-market disciplines are driven down the supply chain by manufacturers, distributors, and sales agencies (brokers) and transferred to distributors and consumers.
- From product development to menu and meal planning the primary strategy is to develop through consumer focus groups and research tasting all done within a channel dependent on product supply driving demand.



Defining A Dramatic Supply Chain Shift

“Pull” Meets “Push” Demand Now Drives Supply

- PULL: the Retail Foodservice market model is rooted in consumers’ communications through their “crowd-sourced ad agency” to operators and up the supply chain to sales agents, distributors, food manufacturers.
- From product development to menu and meal planning the strategy is to develop products by the mass, social media consumer groups communicating up to the food manufacturers. Still a vertically driven strategy, but now dictated by demand driving supply.



Crystal Ball Predictions for Retail Foodservice

- As the Retail Foodservice convergence evolves and matures, a new food world order is emerging with many businesses re-evaluating their go-to-market strategies.
- Retail Foodservice is here to stay. We are seeing only the tip of the iceberg.
- “Clean labels” will not only influence, but, in some cases, determine purchase choice.
- The traditional grocery store will not exist in 5 years.
- As it matures the channel will develop new operations reviews for itself and its sub-segments.
- Its segments and categories will be defined to focus on and to shape a go-to-market blueprint using the current data available.
- Retail Foodservice will create its own market research and data collection points.



Crystal Ball Predictions for Retail Foodservice

- Retail deli will remain intact with pre-packaged cold cuts and fresh sliced cold cuts. Fresh to-go salads and entrees will move to deli foodservice, which will create its own data compartment.
- Primary competitors to the supermarket deli department will be:
 - Convenience stores
 - Specialty food/gourmet stores
 - Sandwich shops
 - Mass merchandisers
 - Some drug store outlets



Thank You