



**SYNERGY GROUP DEFINES RETAIL FOODSERVICE AS THE CONVERGENCE OF TRADITIONAL RETAIL AND FOODSERVICE TO SPAWN A POWERFUL THIRD FOOD DISTRIBUTION CHANNEL.**

While the occurrence may seem simple, its go-to-market application is complex. Retail FoodService needs communications between the established vertical channels in order to blend its own integrated supply and production, and establish unique go-to-market standards.

In parallel, the auto industry built gasoline powered cars and electric cars in their respective vertically integrated production channels without a horizontally integrated communications approach between each other.

Hybrid cars today are producing an alternate consumer solution for a select audience demanding more fuel efficient cars that may not have been created. Today, Retail FoodService is the consumers hybrid car for food choices.

Retail FoodService fuels a more efficient and more productive means to satisfy consumers' demands for new and exciting meal and menu options in customary venues as well as locales unimagined a decade ago.

This horizontal integration spans multiple supply chains and consumer touch points has in certain created uncertainties among supply chain participants as to how to navigate this new channel.



Learn more with Synergy's AlignPro to gain the advantages of horizontal alignment within the Retail FoodService channel.