

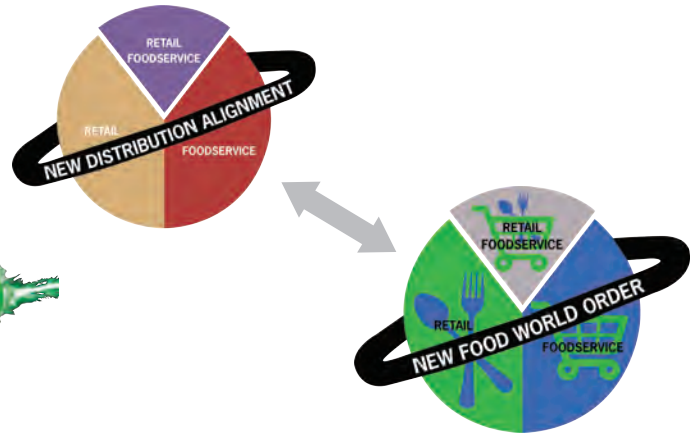
ARE YOU AT A CROSSROADS IN YOUR MARKET POSITION?

These two questions have you going in two different directions as to how to shape your go-to-market model.

The convergence of the Retail and FoodService mediums has spawned a New Food World Order powered by Retail FoodService, a dynamic channel force that is reshaping marketing norms.

Has this occurrence placed you at a crossroads in shaping your go-to-market model?

Navigating Retail FoodService demands total focus and commitment, and without professional guidance it may create more obstacles than opportunities. For too long, and by too many, Retail FoodService has been described as two vertical channels blurring the lines of go-to-market strategies. Early on Synergy understood they were, instead, “blending” market opportunities and needed go-to-market strategies based on horizontal integration.



Those who accepted this new go-to-market approach capitalized on the emerging opportunities. Those who did not, are still caught up in the vertical markets, attempting to put “square pegs into round holes.”