

TECHNOMIC

2008 Power Distributor Report

*Key Facts and Insights on the
36 Largest Broadline Distributors*



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Food Industry Facts Insights Consulting

2008 Power Distributor Report

Key Facts and Insights on the 36 Largest Broadline Distributors

Manufacturers need reliable, timely market intelligence to better serve and sell to their customers, particularly the Power Distributors (companies with annual sales over \$150 million). With \$89 billion in combined annual sales and 39 percent of the industry, these 36 companies represent a vital component of their business.

That's why Technomic is now offering the *Technomic 2008 Power Distributors Report*, building off the knowledge base developed through its successful, ongoing program, the Distributor Intelligence Service. The only resource of its kind, the *Technomic 2008 Power Distributors Report* supplies vital facts, rankings and details on the key players in foodservice distribution.

You'll gain a detailed and comprehensive look inside those organizations that are essential to your success—critical information needed to develop meaningful business plans and marketing programs.

Report Features

The *Technomic 2008 Power Distributors Report* begins with important commentary from two leading experts:

- **Bob Goldin**, Technomic EVP and veteran food industry management consultant and researcher.
- **Caroline Perkins**, President, The Foodservice Content Company, and Editor-in-Chief of the *Technomic Distributor Intelligence Report*.

Coverage includes:

1 Profiles and Ranking

Look inside the top 36 power distributor organizations, with detailed profiles on each company, including:

- Sales history
- Growth drivers
- Key personnel/contact information
- Customer mix (street vs. chain, commercial vs. noncommercial) and number of accounts
- Operations data (# of DCs, average drop size, etc.)
- SKU counts and types
- National vs. distributor brand shares
- Training programs
- Marketing services
- Group affiliation
- Food shows
- Key initiatives

*A detailed and comprehensive look
inside those organizations that are
essential to your success.*



*Benefits to
Manufacturers*

2 Unique Distributor Intelligence (DI) Trend Data

Key industry trends are charted, presented and analyzed, using data from our own proprietary DI Indices—a key component of our companion program, the Distributor Intelligence Service. You'll gain insights into important metrics, such as chain vs. street business, dollar sales vs. unit sales, and sales of manufacturer vs. distributor brands over a three-year period. Also included is trend analysis from several important Distributor Intelligence Service surveys, including the state of DSRs, benchmarking industry performance and operational excellence.

3 Distributor Marketing/Buying Groups

Profiles are also included for key alliance partners, with details on:

- Key personnel
- Member companies
- Locations
- Aggregate sales
- Products and services
- Events

- Perform market and customer planning
- Plan and prepare for sales meetings
- Provide market intelligence for sales and marketing teams
- Identify growth opportunities
- Benchmark entire organizations

Order your copy of the *Technomic 2008 Power Distributors Report* today! Members of Technomic's Distributor Intelligence Service and Foodservice Planning Program receive special pricing discounts. See below for details.

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