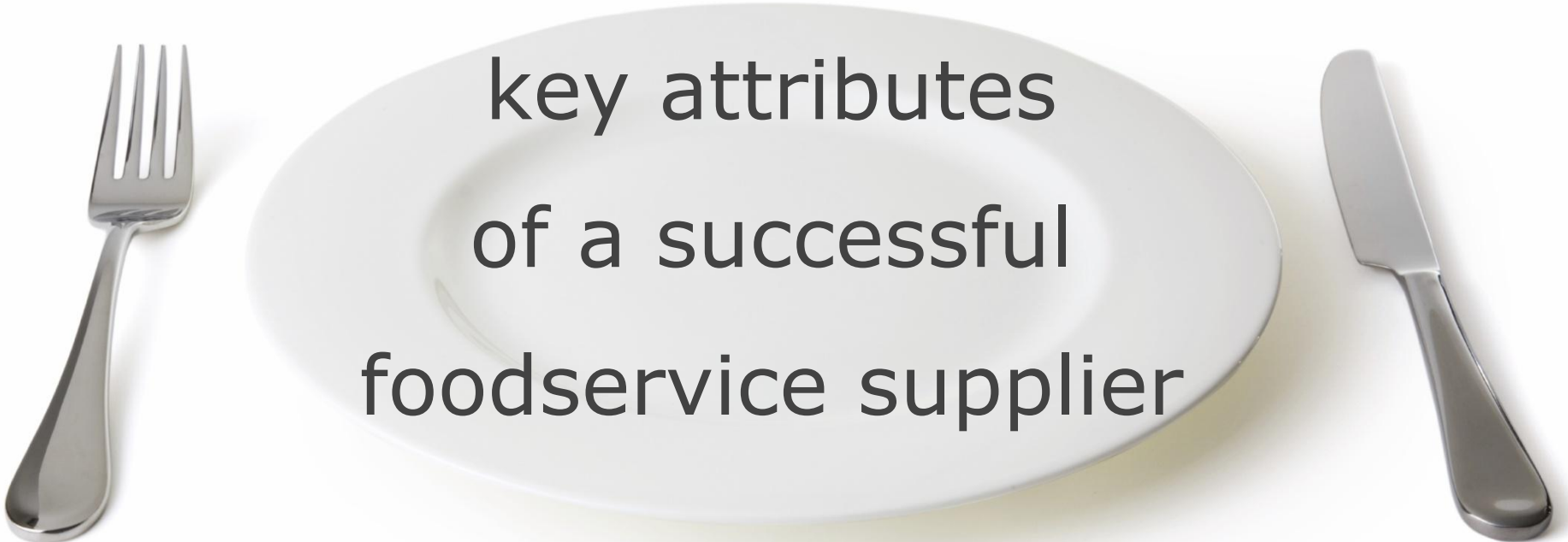


MUSGRAVE
FoodServices



Irish Foodservice Seminar
29th June 2010



key attributes
of a successful
foodservice supplier

Key Attributes

1



2



3



4



Insight

- The right product is a good start!
- Why will consumers want your product?
- Why will chefs want your product?
- You can't afford not to do the research
- All aspects of the product are important



Costing

- Understanding “end to end” costs is critical
- Product costs
- Supply chain costs
- Wastage
- Profit



Rules of thumb



70% Gross Profit
→ 25% of Menu Price



Min €4 per case

Demand

- Getting listed with a distributor is just the start
- Not like retail → every box has to be sold
- Distributor sales teams don't sell products
- End user support essential
- Fast start essential



Supply Chain

- Get the basics right
- Not like retail → slow to start, sensible MOQ's
- Service excellence is not optional
- Flexibility is important



Short story



i'm lovin' it™

Summary

- If you get the basics right you will be successful...
- **Insight** → evidence your product will work
- **Costing** → can we all make money
- **Demand** → you need to create it
- **Supply chain** → be good, be flexible



