

BORD BIA  
FOODSERVICE SEMINAR  
29<sup>th</sup> June 2010

WORKING WITH  
MUSGRAVE WHOLESALE  
PARTNERS

- Musgrave Wholesale Partners Business units
- Musgrave Wholesale Partners Target Market
- Getting the product right
- Creating Long Term Stable relations
- Working together to drive sales

# Musgrave Wholesale Partners Business Units

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## MUSGRAVE MarketPlace



### CASH & CARRY DIVISION €270m

- ✦ No. of C&C's 9  
(ROI = 7 / N.I. = 2)
- ✦ Locations :- Dublin x 3, Limerick, Cork, Galway, Waterford.
- ✦ Locations NI – Derry & Belfast
- ✦ ½ million Sq ft of selling space
- ✦ Type of customers :- Independent Foodservices & Retail operators
- ✦ No of Lines listed 26,000
- ✦ Exclusive Brands "Musgrave Foodservices" & "Musgrave Excellence"

## MUSGRAVE FoodServices



MUSGRAVE  
EXCELLENCE™

### FOODSERVICES DIVISION €111m

- ✦ Multi temperature distribution
- ✦ Over 3,000 products in Chilled/Frozen/Liquor & Tobacco & Dry goods categories
- ✦ Over 6,000 Foodservice accounts
- ✦ 65 Trucks & 70 Sales People
- ✦ 4 Main Distribution Sites
- ✦ Multiple winner of the Excellence Q-Mark award
- ✦ Exclusive brand "Musgrave Excellence"
- ✦ Contracts :- Sodhexo, Compass, Hospital Procurement Group, , Carlton Group, AIB, Thomas Reed Group etc..



**Daybreak**  
*The difference in your day*

### RETAIL DIVISION €200m

- ✦ No of Symbol Stores 180
  - Daybreak Stores 140
  - Day Today 70
- ✦ National Accounts include, Exxon Mobil, Topaz, Esso, Petrogas, Easons etc. (120 accounts nationally)
- ✦ No. of Independent Accounts 350
- ✦ Warehouse locations, Dublin, Galway, Cork, Limerick, Waterford
- ✦ Supporting the Independent Retailers & Daybreak stores

**€578m**

# Target Markets

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**MarketPlace**

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## Growth



1. Ethic Restaurants



2. SME'S



3. Coffee Shops, Deli's



4. Nursing Homes

## Maintain



1. Independent Retailers



2. Hospitality



3. Pubs < 100 Covers

## Opportunity



1. Fast Food Independents



2. Event Catering



3. Representative Bodies

# Target Markets

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**Food**Services

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# GETTING THE PRODUCT RIGHT

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- Choose target market
- Cater product to suit market
- Conduct research on product
  - Quality suitable to need
  - Pack size
  - Price
- Packaging that will create a hook for Market place- bright, vibrant

# Creating Long Term Stable Relations

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**Sharing product knowledge**

**Service Levels**

**Own Brand Development**

**Training support**

**Market insight and trends**

**Exclusivity**

**Pricing**

**JBP's/ CP's/ CL's**

**Range Reviews/ Must Stocks**

**Promotions/ Ra Ra Days**

**In store demo's/ Red carpet days**

**Sales Support**

- Promotions
  - Forward Planning
  - Key lines
  - Deep cut
  - Killer deals (one week)
  - POS
  - Seasonal
- End User Support
  - Visiting gold customers
  - Providing menu solutions
  - Providing cost savings
  - Demonstrations

# QUESTIONS & ANSWERS