



2006 IFDA SALES & MARKETING CONFERENCE

INSIGHTS AND IDEAS FOR
Growing Foodservice



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INTERNATIONAL FOODSERVICE DISTRIBUTORS ASSOCIATION

BEST PRACTICES FOR GREAT FOOD SHOWS



Prepared for IFDA

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Three Phases of Shows

- Preparation
- Execution
- Follow-up



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Success - Two Philosophies

- Volume
- Incremental Sales

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Two Types of Shows

- Volume - The “Building Immediate Sales” (BIS) Show
- Incremental - “Building Long Term Business” (BLTB) Show



Building Immediate Sales Show

- **Building Business by Increasing Sales**
- **Focused on getting unit sales and volume through:**
 - Various discounts
 - Gifts
 - Price reductions
- **Success frequently measured by “how much was sold”**



Building Long Term Business Show

- **Building Business through Marketing**
 - Focused on profit and margin
 - Targeted programs
 - Sharing information
 - Require more effort and planning compared with BIS shows



Key Points

- While most people do not define success by volume, their behavior suggests otherwise.
- No show is exclusively one or the other, rather, which philosophy dominates.
- Many best practices are most fully realized by a blended philosophy.



Common Elements of Great Shows

- **Great Shows have well-run communication.**
 - Internally within the company
 - Externally with all participating companies:
 - distributor
 - manufacturer
 - operator



Common Elements of Great Shows

- **Great Shows give proper attention to details.**
 - People and resources allocated to take care of details
 - Details thought through and anticipated beforehand



Common Elements of Great Shows

- **Great Shows do “the basics” well:**
 - Identify key problem areas and solutions
 - Focus on incremental improvement of food show elements



Best Practices Overview

- List of practices that are hallmarks of great food shows
- Respondents' ideas on what should be implemented
- What to do; not *how* to do it



Best Practice: Show Planning

- Have a well-developed, written strategy
- Clear statement of show goals
- Intimate knowledge of what customers are currently buying



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Best Practice: Show Planning

- Understand manufacturer objectives
- Communicate all objectives to operator customers

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Best Practice: Show Planning

- **Data, Data, Data**
- **Sharing data on the sales history of operator attendees is essential**
 - “No point in introducing a new line of French fries to an operator already buying that line of French fries.”



Best Practice: Show Execution

- **New Products a Key Ingredient**
 - New Product Showcase
 - Manufacturer's new items in every booth
 - New way of cooking something



Best Practice: Show Execution

- **Have a Trends Area Showing the Hottest Food Trends**
 - Operators look to distributors and manufacturers for education
 - Cooking styles
 - Creative food combinations
 - Ethnic flavors



Best Practice: Show Execution

- Provide education and entertainment – hopefully at the same time.
 - Chefs' contest
 - Cooking demonstration
 - Food safety seminar



Best Practice: Show Follow-up

- **Evaluations**
 - Devote time to the process
 - Tie in pre-show objectives



Best Practice: Show Follow-up

- Recognize exhibitors who contributed to the show's objectives.
 - Some manufacturers “go the extra mile”
 - Recognize these in some way, even a free booth for next year



Conclusions: Great Food Shows

- Take planning and follow-up seriously as well as execution
- Are built on good communication among all parties
- Have the details thought through and anticipated



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Use This Report

- As a check list
- To strengthen your efforts

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