

Foodservice/HORECA Capability Assessment

Assessment Criteria	Capability – Results
Foodservice: Percent of total distributor sales	
Dedicated Foodservice Team? Structure?	
Foodservice Channel Principals (list):	
Refrigerated/Frozen Warehouse/Delivery	
Chef on staff?	
# of Operator Calls (monthly)	
# Foodservice Sales reps. Chef background?	
Foodservice: Percent sales by segment:	
Hotels	
Restaurants: “High End”	
Restaurants: “Quick Serve”	
Catering, Canteens	
Institutions: Hospitals, Schools, Prisons	
Theaters, Stadiums, Theme Parks	
Airlines, Cruise Ships	
Bars, Pubs, Nightclubs	
Foodservice: Top 3 customers	
Trade Show Participation	
Creative Marketing: Menu Ideas?	
Tabletop/“Front of House” presence	
Foodservice Sub-Distributor Partners:	
Nutritionist, Food Technologist?	
Foodservice annual sales growth vs. overall market	