# Sales Approach
## Foodservice Flow Study

**SALES STRATEGY**

Slotting requirements
Logistics/Distribution
Promotions/programs

**SALES PRESENTATION** → **BROADLINE DISTRIBUTOR** → **CONTRACT FOODSERVICE COMPANIES** → **HOSTS/ INSTITUTIONS** → **CONSUMER**

**SALES PRESENTATION**

- Prepared as a *one to one* sales and marketing presentation with each channel segment in the market chain having its own individuality.

**BROADLINE DISTRIBUTOR**

- Targeted to supply channels definition, with specific determinations to made upon marketing and market segment conclusions

**CONTRACT FOODSERVICE COMPANIES**

- Direct Mail
- Trade Ad Development
- Multi-Media CD
- Retail Communications Support
- Foodservice Communications Support
- Business Communications
  - Trade Ad Development
  - Product Snap Shots
  - News Releases
  - Editorial Exposure

**HOSTS/ INSTITUTIONS**

- All channel segments to include broker presentations

**CONSUMER**

- Presentations will be targeted and specific to each segment need