

OPPURTUNITY ANALYSIS IN F&B

FOOD AND BEVERAGE

46

Total States

498

Total Cities

956

Total Customers

STATE	Count of CITY	FSR_MARKET	LSR_Market
CA	79	57	51
FL	38	34	24
NY	35	27	19
PA	33	26	23
TX	38	20	42
Total	222	164	159

339

Total FSR Market

379

Total LSR Market

- The above table displays the Top 5 States of F&B presence with maximum count of cities and a split of FSR and LSR Market Places.
- Limited-Service Restaurant(LSR) - Customers typically order and pay at a counter. Fast food establishments are common examples.
- Full-Service Restaurant(FSR) - Customers are seated, and waitstaff takes orders. Offers a more extensive menu and higher service level compared to LSRs.

TOP MARKET SEGMENT

LSR

7,27,90,401.81

FOOD_PURCHASE

LSR

8,64,53,365.20

FOOD_BEVERAGE_PURCHASE

LSR

1,36,62,963.39

BEVERAGE_PURCHASE

LSR

1,59,72,950.94

TOTAL_CATEGORY_FROZEN

FSR

1,31,05,580.85

TOTAL_CATEGORY_FRESH

LSR

1,47,35,608.84

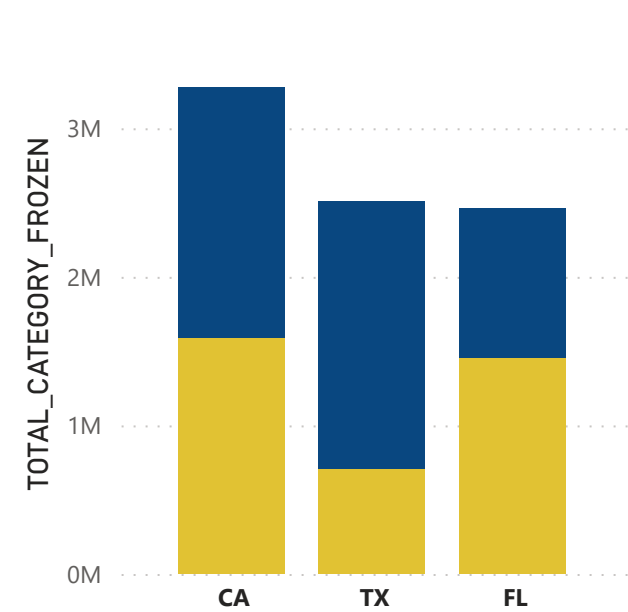
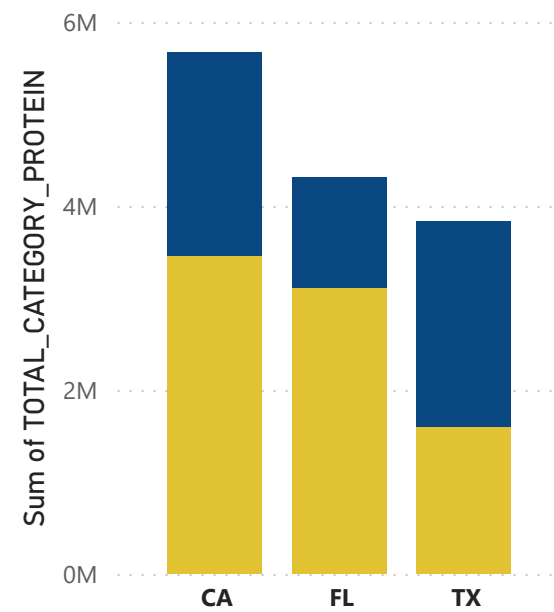
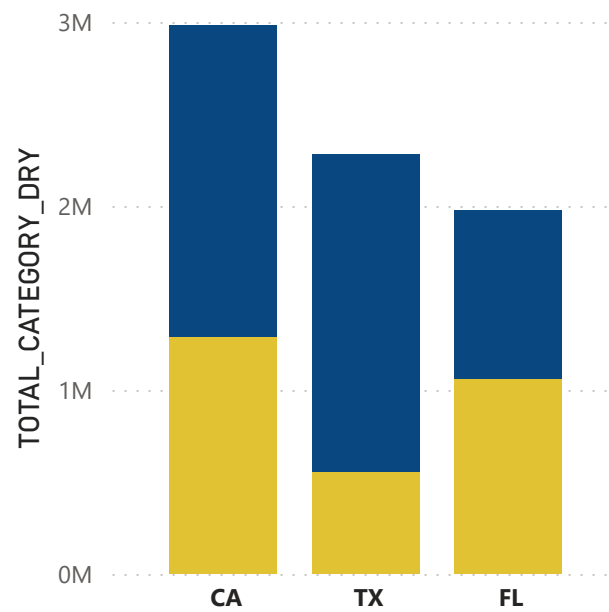
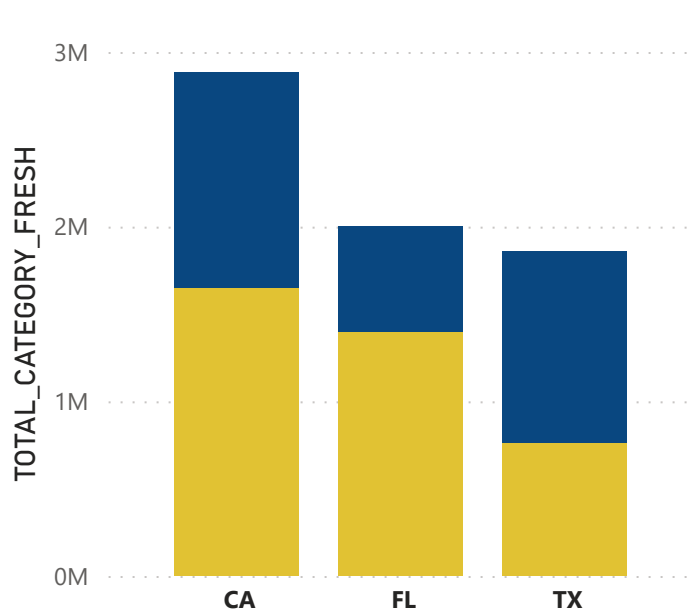
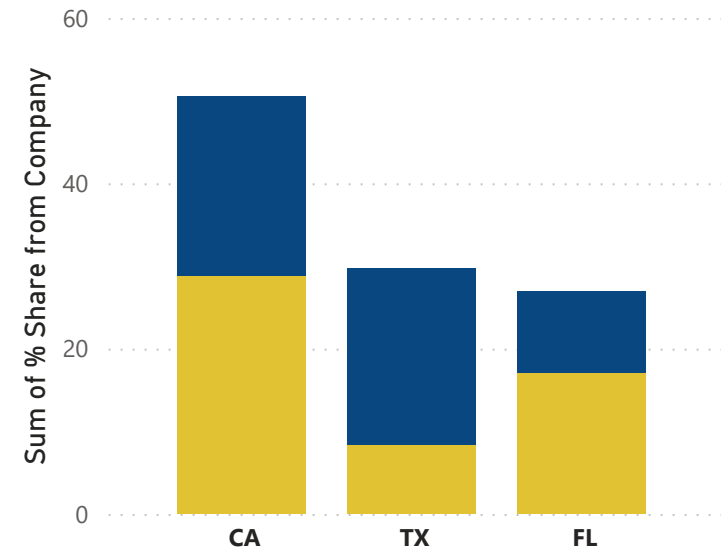
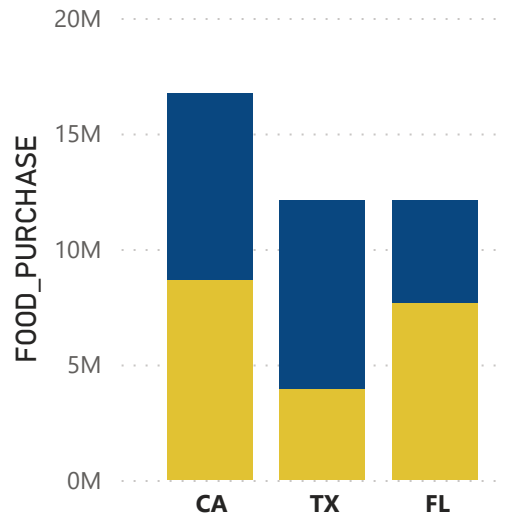
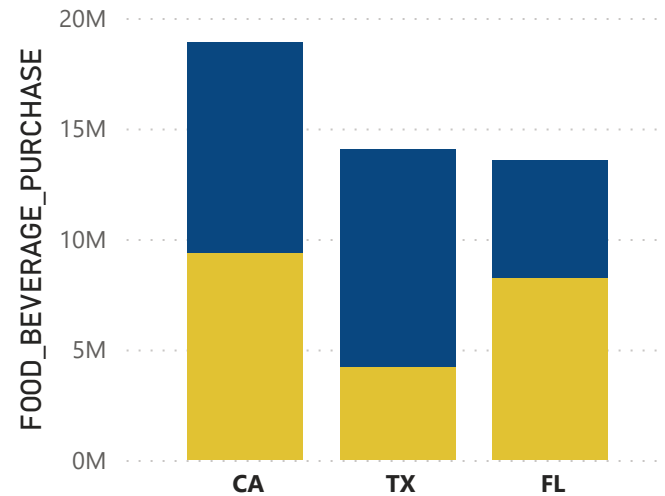
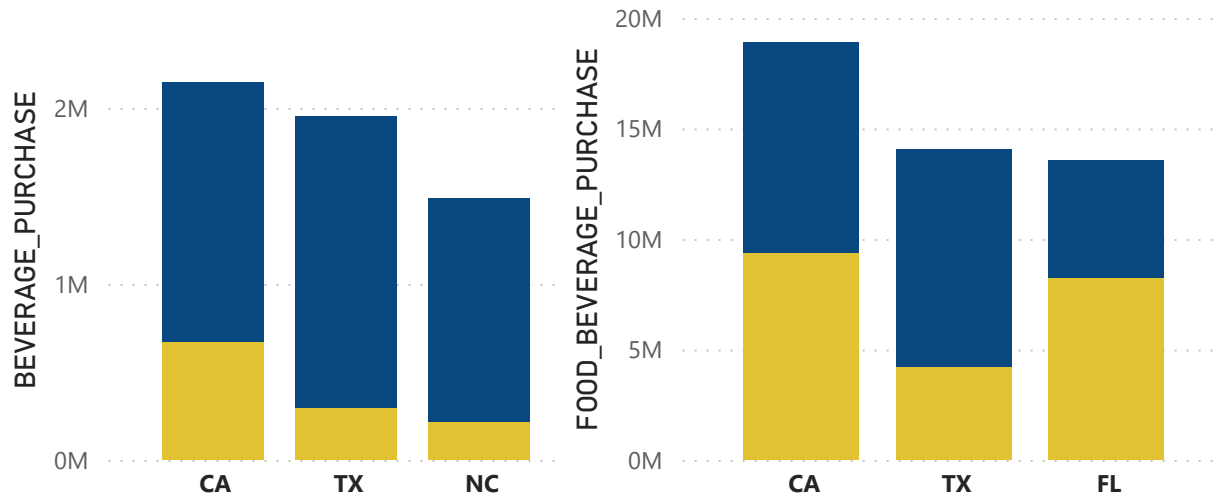
TOTAL_CATEGORY_DRY

FSR

2,82,24,677.37

TOTAL_CATEGORY_PROTEIN

TOP 3 STATES PER F&B CATEGORY AND SHARE



OPPORTUNITIES FROM NON - COMMERCIAL ESTABLISHMENTS

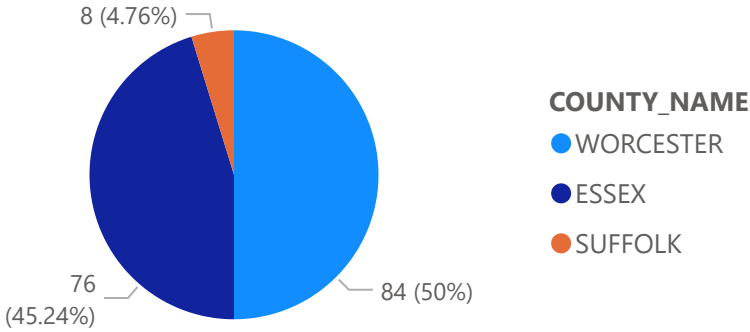
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STATE

11

Count of COUNTY_NAME

COUNTY_NAME	PUBLIC	Total
SUFFOLK	3	3
ESSEX	2	2
WORCESTER	1	1
Total	6	6

Count of Public



- .The **Public** owns the maximum no. of schools and number of meals per day > 2000.
- .The Countries 'Suffolk', 'Essex', 'Worcester' tops among 11 countries in Public Ownership and **maximum LSR Markets**

OPPORTUNITIES FROM NON - COMMERCIAL ESTABLISHMENTS

Why LSR?

- **Quick Service Requirement:**

LSRs cater to individuals with limited time for dining in busy settings like educational institutions and hospitals.

- **Budget-Friendly Options:**

LSRs offer cost-effective menu choices, aligning with the financial considerations of students and hospital visitors.

- **Convenience and Accessibility:**

Designed for convenience and accessibility, LSRs provide grab-and-go options suitable for on-the-go consumption.

- **Adaptable to Varied Preferences:**

LSRs can cater to diverse tastes, offering a range of snacks and beverages to meet the preferences of students, staff, and visitors.

- **Volume and Turnaround:**

LSRs, known for quick service, can handle higher volumes and faster turnaround, potentially leading to increased sales.

RETAILER PRESENCE

COUNTY_NAME	Retailer_market_segment	Customer_MARKET_SEGMENT	Retailer_annual_sales	Customer_ANNUAL_SALES
KENTON	GROCERY STORES (LIMITED CHANNEL DISTRIBUTOR)	CAF 𐀀-RESTAURANTS, FAMILY-STYLE, DINER	>\$5,000,000	<=\$500,000
KENTON	LIQUOR STORES	CAF 𐀀-RESTAURANTS, FAMILY-STYLE, DINER	>\$5,000,000	<=\$500,000

COUNTY_NAME	City_count	FSR_MARKET	LSR_Market
KENTON	1	1	
Total	1	1	

*The below table displays the percentage of each category to the 3rd Quartile(75%) of respective category in Country 'Kenton'.

COUNTY_NAME	BEVERAGE_PURCHASE	FOOD_BEVERAGE_PURCHASE	TOTAL_CATEGORY_DRY	TOTAL_CATEGORY_FRESH	TOTAL_CATEGORY_FROZEN	TOTAL_CATEGORY_PROTEIN
KENTON	693.83	1,225.65	944.51	1,561.74	1,083.72	1,564.46
Total	693.83	1,225.65	944.51	1,561.74	1,083.72	1,564.46

RETAILER PRESENCE

- **Untapped Potential in Kenton County:**

Identify potential customers in Kenton County with specific criteria: Retailer Annual Sales > \$5,000,000 and Customer Annual Sales <= \$50,000.

- **Strategic Focus on FSR Marketplace:**

Direct our attention and efforts towards the FSR (Full-Service Restaurants) marketplace, recognizing it as a key growth area.

- **Scope Expansion in FSR Segment:**

Extending our customer base in the FSR segment will not only tap into undiscovered opportunities but also enhance our presence and influence in the Food & Beverage industry.

- **Strategic Alignment for Growth:**

Leveraging our success with existing customers, we align our strategies to capture the lucrative FSR market, ensuring a pathway to sustained growth and market leadership.

- **Focused Approach for Success:**

With a clear focus on retailers meeting the specified criteria, we aim to create a tailored approach that maximizes success in Kenton County.

- **Increased Footprint in F&B Offerings:**

By strategically expanding our customer base in the FSR segment, we position ourselves to significantly increase our footprint in the Food & Beverage industry, unlocking new opportunities and revenue streams.

EXPLORING GROWTH OPPURTUNITIES

*The below table displays the percentage of each category to the 3rd Quartile(75%) of respective category in States with least number of Cities.

STATE	BEVERAGE_PURCHASE	FOOD_BEVERAGE_PURCHASE	FOOD_PURCHASE	TOTAL_CATEGORY_DRY	TOTAL_CATEGORY_FRESH	TOTAL_CATEGORY_FROZEN	TOTAL_CATEGORY_PROTEIN
DC	241.75	415.33	433.10	296.75	518.95	401.53	529.94
ND	295.67	348.30	348.23	282.39	410.60	370.60	370.61
NV	235.86	295.03	297.33	249.23	332.51	287.70	309.78
RI	160.41	362.90	386.61	204.05	463.67	280.98	594.27
Total	933.70	1,421.55	1,465.27	1,032.42	1,725.73	1,340.82	1,804.61

STATE	City_count	FSR_MARKET	LSR_Market
DC	1	5	
ND	1	1	1
NV	2	3	2
RI	2	2	1
Total	6	11	4

- Despite **DC, ND, NV, and RI** having fewer Full-Service Restaurants (FSRs) and Limited-Service Restaurants (LSRs) compared to other states, the profitability is notably higher.
- Expanding our customer base in these states, not only promises increased profits but also strengthens our Food and Beverage (F&B) market presence in those regions.

THANK YOU!