

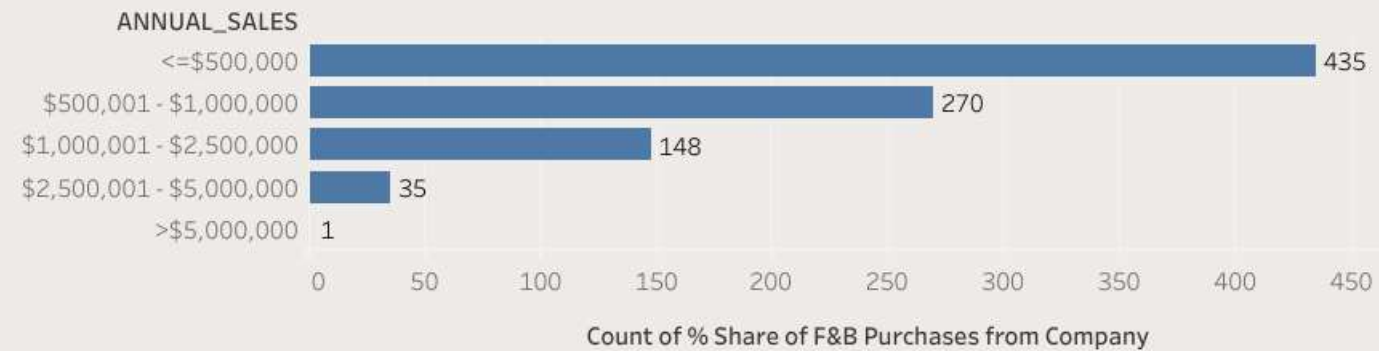
# Food Service CaseStudy.

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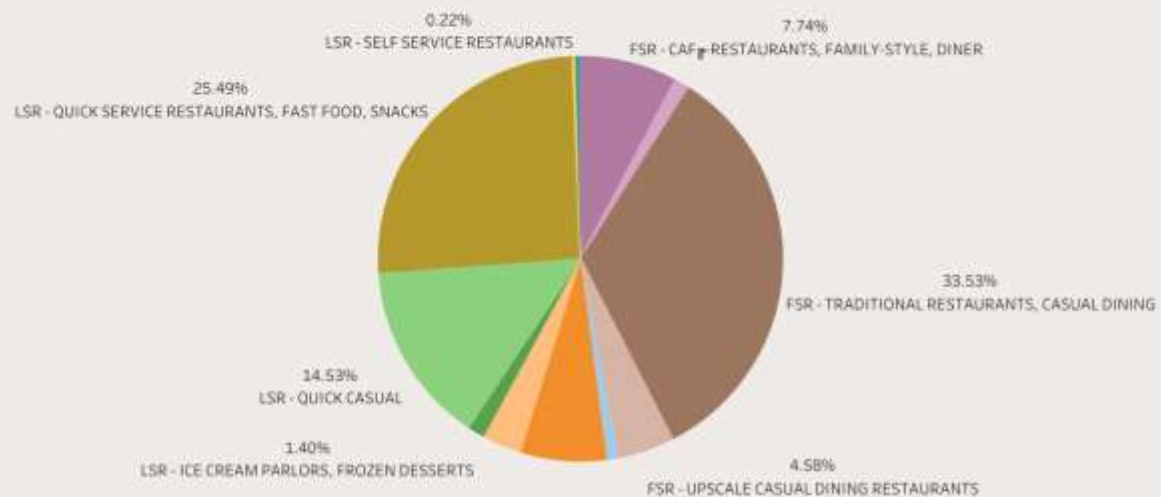
## Analysis of Restaurants' Annual sales and % share of F&Bpurchases from Shaun's Company

ANNUAL_SALES	% Range			Grand Total
	< 50 %	>80 %	>= 50% <=80%	
<=\$500,000	234	81	120	435
\$1,000,001 - \$2,500,000	75	35	38	148
\$2,500,001 - \$5,000,000	16	5	14	35
\$500,001 - \$1,000,000	137	45	88	270
Grand Total	462	166	260	888

## Analysis of Restaurants' Annual sales and % share of F&B purchases from Shaun's Company (2)



% Share of F&B purchases from company across different Market Segments



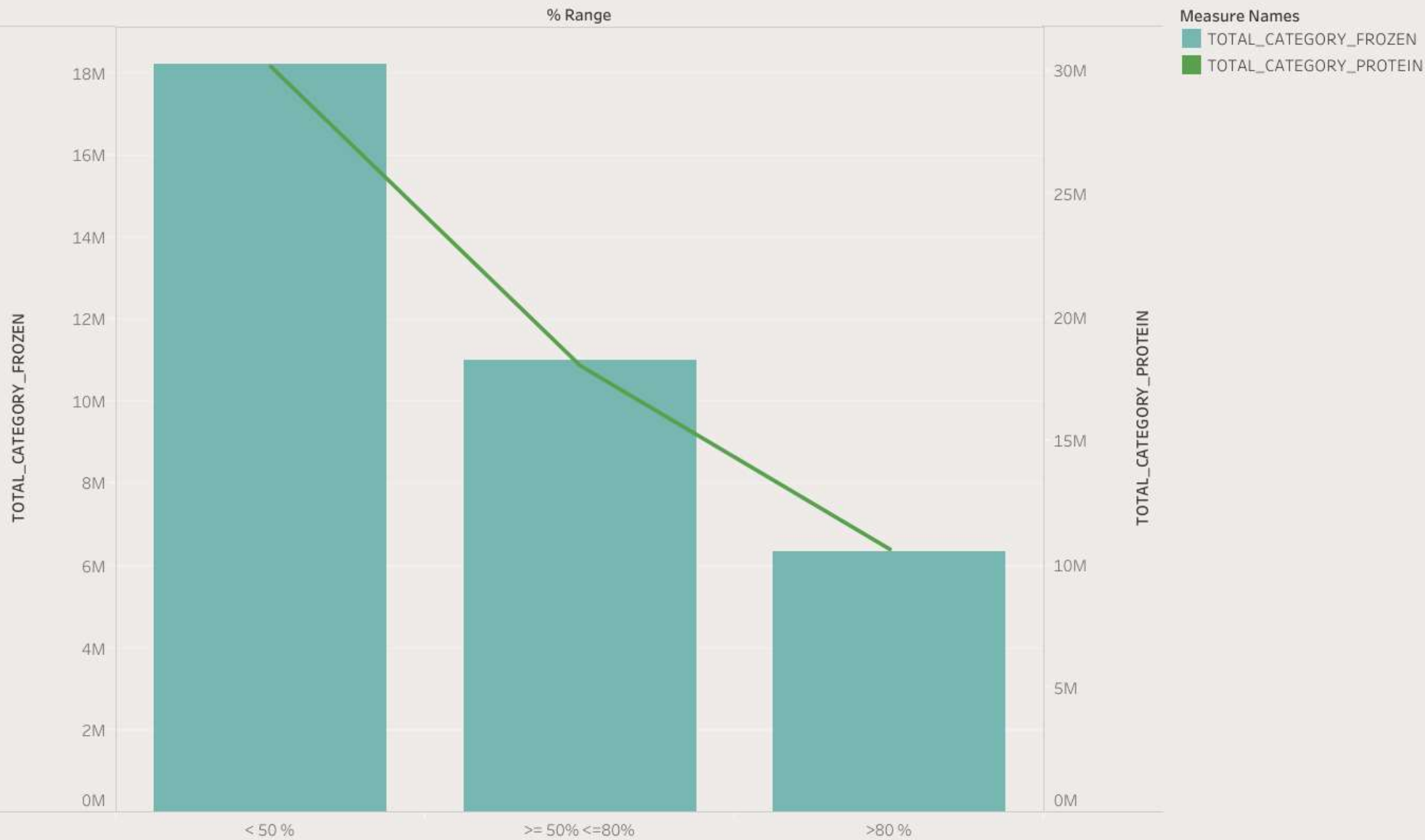
% Share of F&B Purchases from Company

432.7

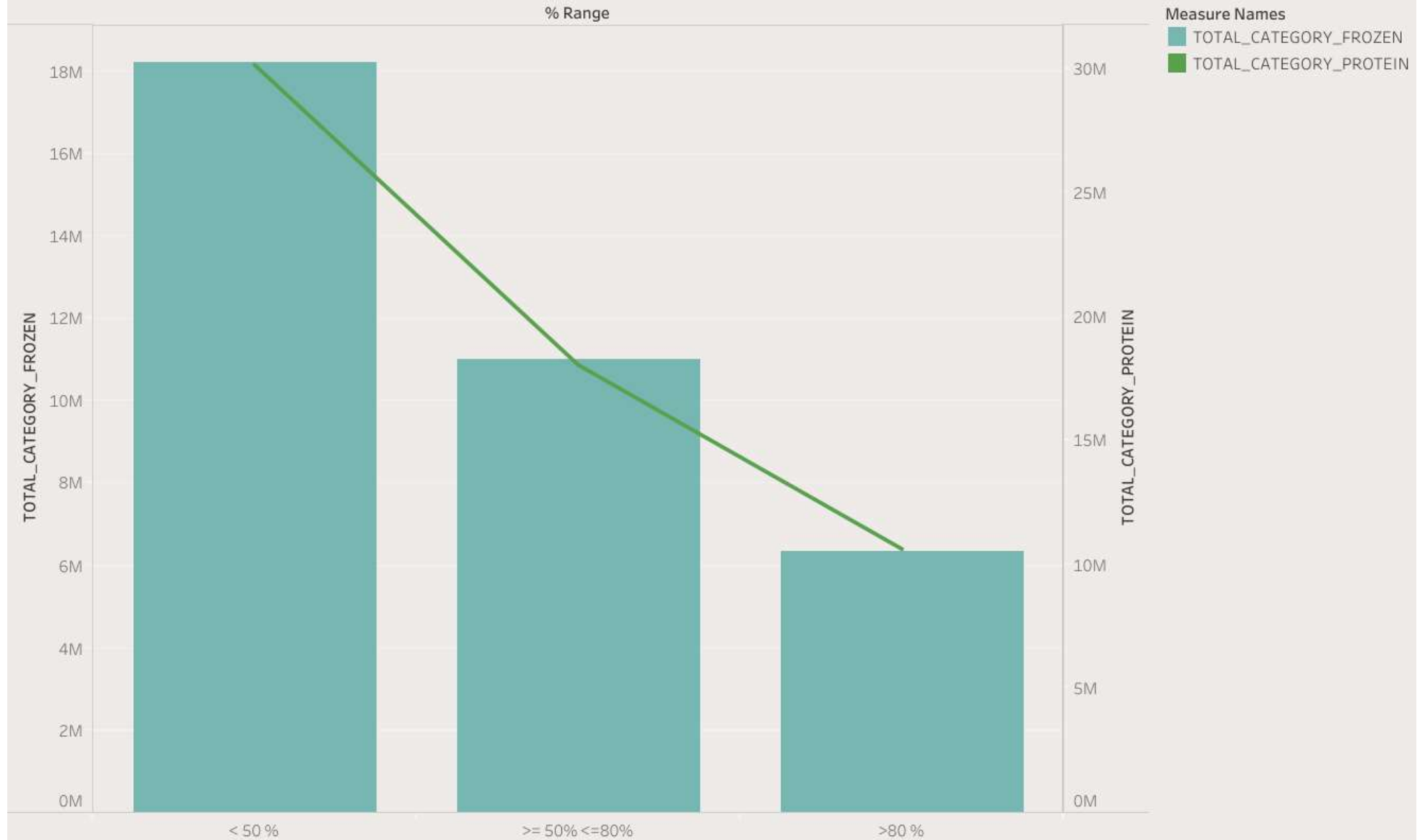
Market Segment

- Null
- 1\* HOTELS WITHOUT RESTAURANT-ECONOMY
- 2 YEAR COLLEGE & UNIVERSITIES
- 2\* HOTELS WITHOUT RESTAURANT-MIDSCALE
- 3\* HOTELS WITHOUT RESTAURANT-UPSCALE
- 4 YEAR COLLEGE & UNIVERSITIES
- 4\* HOTELS WITH RESTAURANT-UPPER SCALE
- 4\* HOTELS WITHOUT RESTAURANT-UPPER SCALE
- AFFILIATED BUILDINGS
- ASSISTED LIVING
- BED & BREAKFAST, GUESTHOUSES, CHAMBRES D'HOTES
- BREW PUBS, ENGLISH AND IRISH PUBS, MICRO-BREWERY, WITH LIMITED FOOD
- CAMPING, RV PARKS, CAMPGROUNDS
- CENTERS FOR CHILDREN, SUMMER CAMPS
- CENTERS FOR REHABILITATION AND READAPTION, ADULT DAY CARE
- EVENT CATERING, PARTY SERVICE
- FSR - CAFE RESTAURANTS, FAMILY-STYLE, DINER
- FSR - FINE DINING RESTAURANTS
- FSR - TRADITIONAL RESTAURANTS, CASUAL DINING
- FSR - UPSCALE CASUAL DINING RESTAURANTS
- HOSPITALS
- LSR - BUFFET RESTAURANTS
- LSR - COFFEE SHOPS, TEA HOUSES
- LSR - DELIVERY AND TAKE AWAY ONLY
- LSR - ICE CREAM PARLORS, FROZEN DESSERTS
- LSR - QUICK CASUAL
- LSR - QUICK SERVICE RESTAURANTS, FAST FOOD, SNACKS
- LSR - SELF SERVICE RESTAURANTS
- LSR - SMOOTHIE, JUICE
- NEIGHBORHOOD BARS & TAVERNS
- NIGHTLIFE VENUES
- NURSING HOME
- OTHER HEALTHCARE ESTABLISHMENTS
- PRE-K, KINDERGARTEN, CHILD CARE
- PRIMARY SCHOOL
- PRISONS
- RESORTS
- RUNAWAY & HOMELESS CENTERS
- SCHOOL DISTRICTS
- SECONDARY SCHOOL
- SENIOR LIVING
- SOCIAL AND PRIVATE CLUBS, LEGIONS, FRATERNITIES
- SPORTS BARS
- TECHNICAL AND TRADE SCHOOLS
- UNCODED HOTELS & MOTELS WITHOUT RESTAURANT

# DRY F&B Product and FRESH F&B Product



# Frozen F&B Product and Protein F&B Product



## Market Segment and Count of Non Commercial Count

Market Segment	Count of Non Commercial	% of Total Count of Non Commercial along Table (Down)
FSR - TRADITIONAL REST..	292	14.60%
NURSING HOME	221	11.05%
LSR - QUICK SERVICE RES..	218	10.90%
LSR - QUICK CASUAL	138	6.90%
OTHER HEALTHCARE EST..	135	6.75%
SOCIAL AND PRIVATE CLU..	118	5.90%
SCHOOL DISTRICTS	103	5.15%
PRE-K, KINDERGARTEN, C..	94	4.70%
CENTERS FOR REHABILIT..	72	3.60%
FSR - CAFÉ-RESTAURANT..	71	3.55%
LSR - COFFEE SHOPS, TEA ..	67	3.35%
HOSPITALS	62	3.10%
4 YEAR COLLEGE & UNIVE..	48	2.40%
PRIMARY SCHOOL	44	2.20%
FSR - UPSCALE CASUAL DI..	37	1.85%
NEIGHBORHOOD BARS & ..	28	1.40%
2* HOTELS WITHOUT RES..	28	1.40%
CENTERS FOR CHILDREN, ..	27	1.35%
LSR - DELIVERY AND TAKE..	26	1.30%
PRISONS	24	1.20%
LSR - ICE CREAM PARLOR..	17	0.85%
2 YEAR COLLEGE & UNIVE..	16	0.80%
NIGHTLIFE VENUES	14	0.70%
BED & BREAKFAST, GUES..	10	0.50%
ASSISTED LIVING	10	0.50%
TECHNICAL AND TRADE S..	9	0.45%
FSR - FINE DINING RESTA..	9	0.45%
SECONDARY SCHOOL	8	0.40%
LSR - BUFFET RESTAURAN..	7	0.35%
UNCODED HOTELS & MOT..	6	0.30%
AFFILIATED BUILDINGS	6	0.30%
3* HOTELS WITHOUT RES..	6	0.30%
SPORTS BARS	5	0.25%
LSR - SMOOTHIE, JUICE	5	0.25%
BREW PUBS, ENGLISH AN..	4	0.20%
EVENT CATERING, PARTY ..	3	0.15%
SENIOR LIVING	2	0.10%
RESORTS	2	0.10%
LSR - SELF SERVICE REST..	2	0.10%
4* HOTELS WITHOUT RES..	2	0.10%
RUNAWAY & HOMELESS C..	1	0.05%
CAMPING, RV PARKS, CA..	1	0.05%
4* HOTELS WITH RESTAU..	1	0.05%
1* HOTELS WITHOUT RES..	1	0.05%
Grand Total	2,000	100.00%

## Market Segment and Number Of Meals Served Per Day

Market Segment	Number Of Meals Per Day Range						Grand Total
	51 TO 100	101 TO 250	251 TO 500	501 TO 1000	1001 TO 2000	>2000	
NURSING HOME				31	61	129	221
OTHER HEALTHCARE EST..	135						135
SOCIAL AND PRIVATE CLU..	118						118
SCHOOL DISTRICTS	1	1	3	5	28	65	103
PRE-K, KINDERGARTEN, C..				93	1		94
CENTERS FOR REHABILIT..	57	8	3	1	1	2	72
HOSPITALS				14	15	33	62
4 YEAR COLLEGE & UNIVE..			5	7	12	24	48
PRIMARY SCHOOL		5	25	10	3	1	44
CENTERS FOR CHILDREN, ..						27	27
PRISONS	10				1	13	24
2 YEAR COLLEGE & UNIVE..	1	3		2		10	16
ASSISTED LIVING			2	4	2	2	10
TECHNICAL AND TRADE S..		3	3	2	1		9
SECONDARY SCHOOL		1	1	4	2		8
AFFILIATED BUILDINGS	2	1	1	2			6
SENIOR LIVING				2			2
RUNAWAY & HOMELESS C..	1						1



Market Segment and Annual Sales Across Retailers							
market_segment2	ANNUAL_SALES						Grand Total
	<=\$500,000	>\$5,000,000	\$1,000,001 - \$2,500,000	\$2,500,001 - \$5,000,000	\$500,001 - \$1,000,000	UNCODED	
GROCERY STORES ..	175	21	82	24	94	117	513
CONVENIENCE ST..	75	6	17	3	23	24	148
LIQUOR STORES	59	12	29	9	26	38	173
OTHER FOOD SPEC..	21	2	8	1	5	12	49
MEAT MARKET	14	1	3	1	5	6	30
FRUIT AND VEGET..	13		7		5	6	31
GAS STATIONS	7	1	6	1	6	10	31
CONFECTIONERS	5	1	2		6	6	20
FISH & SEAFOOD M..	3	1		1	1		6
Grand Total	372	45	154	40	171	219	1,001

Market Segment and Total Unit Bought By Retailers

market_segment2	UNITS					Grand Total
	51-100 UNITS	101-250 UNITS	251-500 UNITS	501+ UNITS	INDEPENDENT (1-9 UNITS)	
GROCERY STORES (LIMIT..	3	46		78	386	513
LIQUOR STORES					173	173
CONVENIENCE STORES	4	9	3	3	129	148
OTHER FOOD SPECIALIST ..					49	49
GAS STATIONS	1		6	20	4	31
FRUIT AND VEGETABLE M..					31	31
MEAT MARKET					30	30
CONFECTIONERS					20	20
FISH & SEAFOOD MARKET					6	6
Grand Total	8	55	9	101	828	1,001