



Doing Foodservice Right:

May 22nd, 2018

CORE PURPOSE

To help others become more successful in work & in life.



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Founder & CEO



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Doing Foodservice Right

We are not in the **FOOD** business
serving People. We are in the
PEOPLE business serving food.



Its What I know...

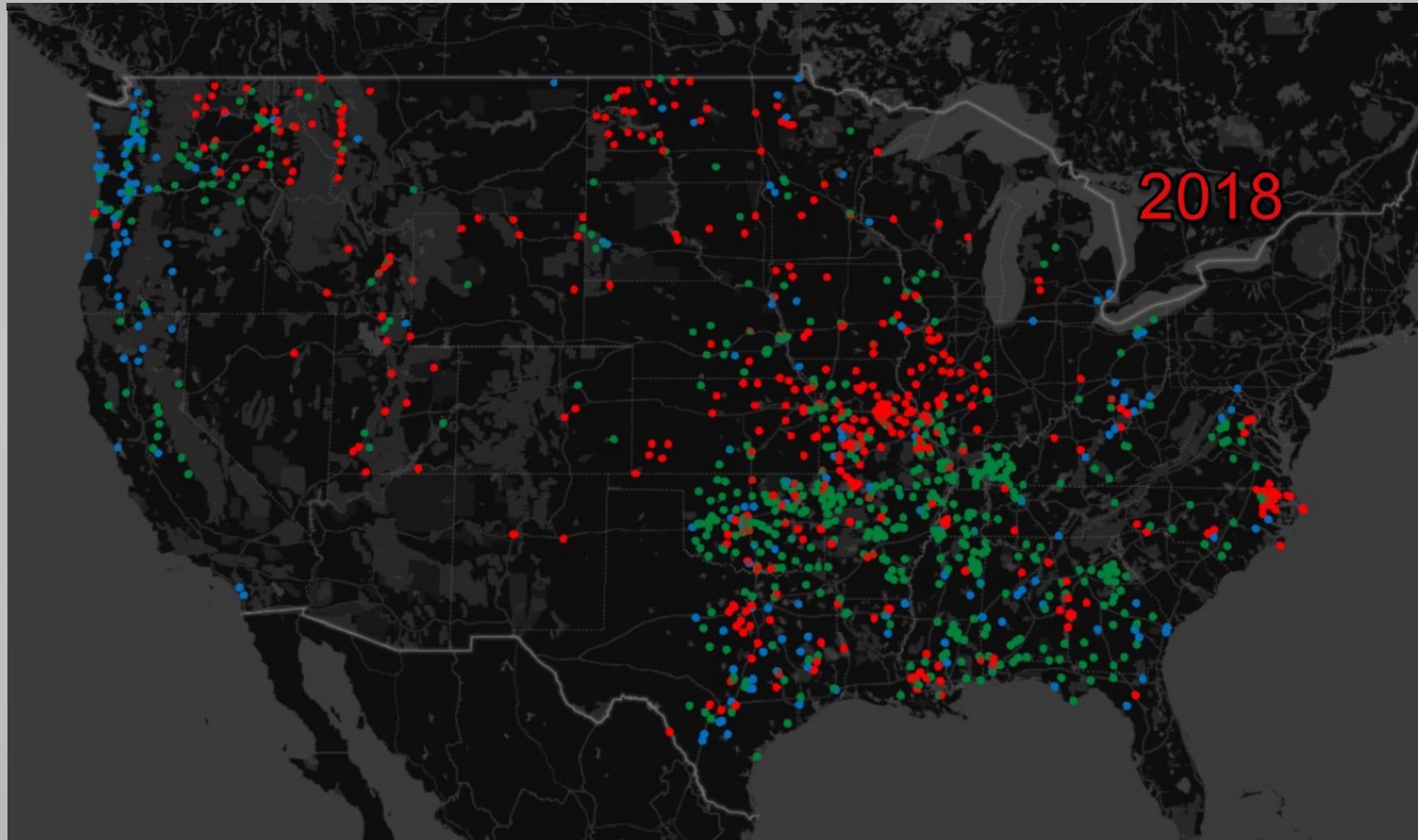
I've been in the **Food & Distribution Industry** my entire life

- Mid-America Dairymen
- Chester Fried Distributor
(now Chester's)
- PFSbrands
 - Direct Store Delivery
 - Distribution Facility
 - Over the Road Fleet
 - Food Manufacturing



GRITT
Business Coaching





STATES



1998

STAFF  = 5 EMPLOYEES



YEARLY REVENUE

<\$100K



Accomplishments:



the Great Game of Business
All-Star Nominee
2017 & 2018

START

HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION

WITH

SIMON SINEK

*New York Times bestselling author of **Leaders Eat Last** and **Together Is Better***

WHY

Core Purpose

**To help others become more
successful in work & in life.**

Quick Poll



If asked, can everyone in your organization state your core purpose?

Yes or No

Challenges...

What are your **biggest**
challenges with
foodservice?

How to be successful in
the foodservice business...

PEPPER

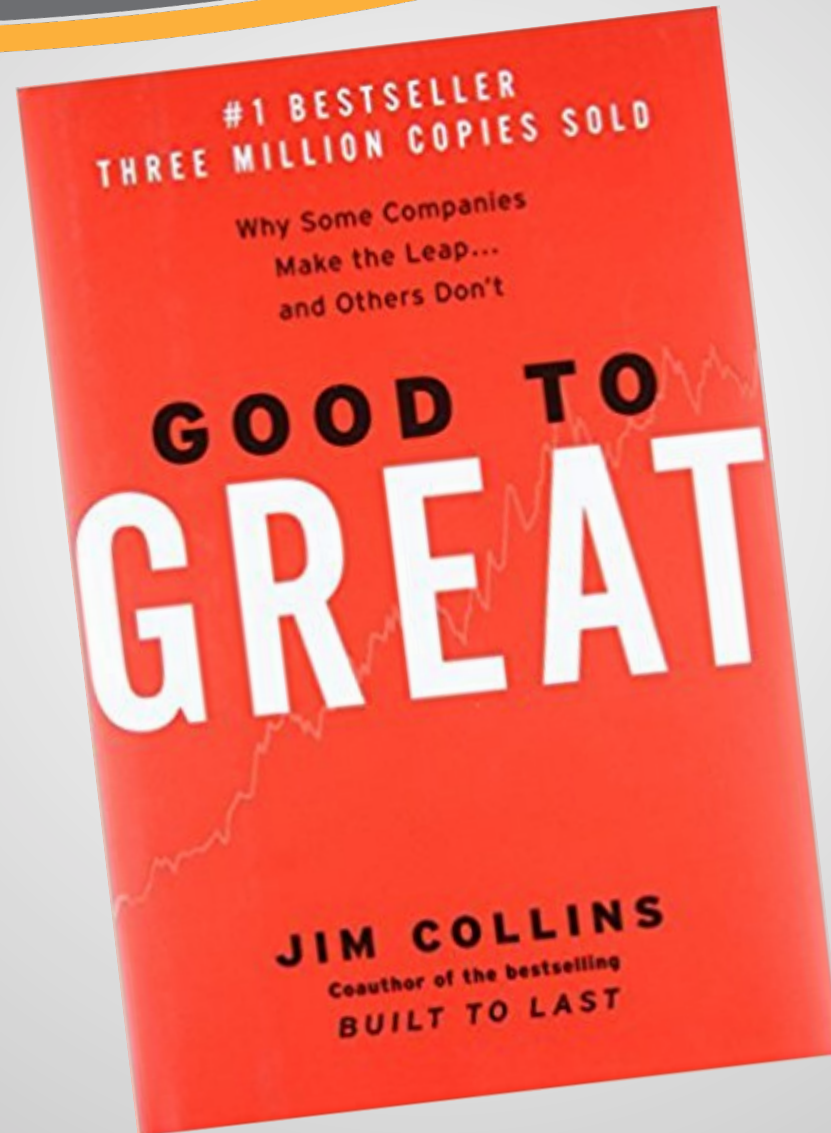
People

People

- Find committed partners that will fully support fresh food
- Work to hire the right people in the right places
- Commit to learning from those who know what it takes to be successful
- First find the right WHO and then do WHAT

First WHO, then WHAT

People



Equipment

People
Equipment

The right equipment in any foodservice environment is critical, especially a fresh chicken program

- Automatic lift fryer
- Automatic sifting breading table
- Hot case
- Rethermalizer
- Kiosk

Products

People

Equipment

Products

The right products take years to develop. Products must be high quality and consistent.

Processes

People

Equipment

Products

Processes

Standard Operation
Procedures (SOP) for daily,
weekly, monthly, and annual
tasks must be in place.

Execution

People

Equipment

Products

Processes

Execution

- Pre-opening planning, project management & training are crucial
- Regular store visits are critical to ensure any foodservice program is executed properly



The hardest part of any endeavor is executing properly

Resources

To be successful partner with a company dedicated to service!

People

Equipment

Products

Processes

Execution

Resources

- Business Advisors
- Business Developers
- Store Design/Layout
- Project Management
- Marketing Team
- Print Shop
- Customer Success Team
- Equipment Division
- HR Team
- Technology Team

Quick Poll



How many people do you have strictly dedicated to foodservice?

- A) 0
- B) 1
- C) 2-3
- D) 4-10
- E) > 10

Dedicated Team

Director of
Foodservice

Manager
Foodservice
Business
Development

Manager Field
Operations

Business
Developer

Business
Developer

Business
Developer

Field Operations
Advisor

Field Operations
Advisor

Field Operations
Advisor



Don't Get Stuck in the Middle



Technology



- **PFSnet**
- **People Counter**
- **Communication Tablet**
- **Order Management System**

Real World Example



42% GP



MONTH 1

Increased price on Top 5 Sellers \$.10 - \$.20 generating an additional \$1,200 in sales and adding 2-3% on Gross Profit

46% GP



MONTH 2

Increased top 2 selling snacks \$.40 for additional \$800 in revenue. Targeted Waste Management ensuring less than 5%

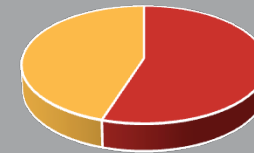
52% GP



MONTH 3

Continue focus on inventory and par level ordering. Utilize traffic count and store sales for staff requirements, and store hours.

53% GP



MONTH 4

Evaluated bottom 10 sellers and removed slow movers reducing waste. Continued to monitor inventory, sales and waste.



Foodservice



Gross Margin

Systems & Processes



A AMAZING SERVICE	<i>Comments:</i>
U UNIQUE MARKETING	<i>Comments:</i>
<input checked="" type="checkbox"/> Menu content/pricing up-to-date? Last revision date: <u>03/31/2018</u> <input checked="" type="checkbox"/> Participating in National Promotions? <input checked="" type="checkbox"/> Cold case/Chilled Chicken program in place and properly executed? <input checked="" type="checkbox"/> Foodservice program/offerings easily recognizable from building exterior?	<p>* Some of the leftover/cold case chicken and seafood items have incorrect ingredient labels. I will order additional labels for you to ensure all items are properly marked.</p> <p>* With the increase in EBT shoppers since the changeover, I would recommend an overhaul of the Champs cold case section to maximize sales opportunities (see attached guide for ideas).</p> <p>* You have rec'd signs for our Summer National Promotion, featuring Chicken Tenders! Please post beginning 5/21.</p>
E EXCEPTIONAL EQUIPMENT & CLEANLINESS	<i>Comments:</i>
<input checked="" type="checkbox"/> Employees following proper safe food handling and sanitation guidelines? <input type="checkbox"/> Hotcase interior/exterior sparkling clean and well-maintained? Air temp. <u>114°</u> °F <input checked="" type="checkbox"/> All other foodservice equipment and working areas clean and well-maintained? <input checked="" type="checkbox"/> Menu boards/promotional materials clean and well-maintained? <input checked="" type="checkbox"/> Restrooms clean and well-maintained?	<p>* Ambient air temperature in hot case is currently reading 114 degrees, and product in the hot case is ranging from 110 (livers) to 125 (tenders). Adjusted the temperature settings on the hot case to ensure ambient air temperature of 155-165 degrees, which will hold products at 140 or better throughout their specified shelf-lives.</p> <p>* Becky mentioned that they are in need of (2) additional 12qt containers/lids to ensure enough thawed product to meet demand. I will order these from PFS.</p>
<input checked="" type="checkbox"/> Daily sampling/waste logs in use and accurate? <input checked="" type="checkbox"/> Monthly waste as % of sales <u>4</u> %	
U UNIQUE MARKETING	<i>Comments:</i>

Execution



Secret Shopper

EVALUATION # 4401

04-16-2018

SURVEY: FAST FOOD: TAKE
OUT

1407

xxxxx Oil Company
xxxxxxxxxxxxxxxx
xxxxxxxxxxxxxxxx

Location: xxxxxxxxxxxx
Business Advisor: Kim Dengler
Region: East

YOUR SCORE

100%



29/29 points

COMPANY AVG YTD

80%



489 Evaluations

LAST SCORE

--0%



COMPANY RANK YTD

1/338



SECTIONAL CHANGE

Section	This Evaluation	Last Evaluation	+/-
Overall	✓ 100%	--0%	--0%
Service/ Hospitality	✓ 100%	--0%	--0%
Marketing/Brand I...	✓ 100%	--0%	--0%
Cleanliness & Pre...	✓ 100%	--0%	--0%
Food Quality & Value	✓ 100%	--0%	--0%
Recommendation	✓ 100%	--0%	--0%

THIS SCORE VS COMPANY YTD



100%
This Evaluation

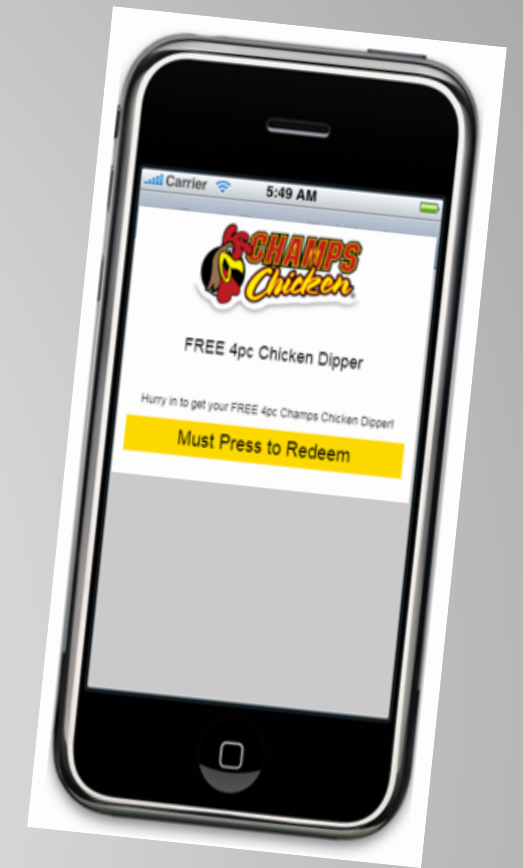


80%
YTD Average

Text Loyalty Programs

Why Opt for SMS/Text & Loyalty Program?

- Consumers generally prefer receiving coupons via SMS/Text. This has become the notification platform of choice for Business-to-Consumer (B2C) communications.
- Lower investment than traditional paper couponing
- Easy mobile redemption for both retailer & consumer
- Higher coupon redemption rates
- Consumer convenience
- Tracking ability



Culture



Key Takeaways & Action Items

1. Be **COMMITTED** and work with supplier partners that are **COMMITTED!**
2. Know your **WHY!**
3. Seek out **PROGRAMS** that drive significant volume while offering **CONSISTENT** pricing and quality!
4. Find partners that have their Sales & Operation **TEAMS SEPERATE!** Do the same with your foodservice team!
5. Hire the **RIGHT PEOPLE – First WHO then WHAT!**
6. Select the right **EQUIPMENT!**
7. **PROCESSES, PROCESSES, PROCESSES!** Standard Operating Procedures are critical.
8. Develop ways to help your retailers **EXECUTE!**
9. Select supplier partners that have the **RESOURCES** to help you and your retailers be successful in foodservice.
10. Don't get stuck in the middle! Is your company focusing on **QUALITY & SERVICE** or **LOW COST!**
11. Emphasize the **POWER OF TECHNOLOGY** to your retailers!
12. **FOLLOW UP, FOLLOW UP, FOLLOW UP!** – What value do you & your foodservice partners consistently bring to your retailers?

Q & A

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