

All-new study
with custom research
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Understanding the Distributor Foodservice Brand Landscape

Once considered a low-cost and lower-quality alternative, distributor brands are now often perceived as a better value in terms of both price and quality—with much greater acceptance among operators. Manufacturers can expect distributors, who are eagerly pursuing lucrative branding opportunities across new categories, to be much more involved in negotiating manufacturing contract terms. Furthermore, Amazon's acquisition of Whole Foods will likely broaden to foodservice distribution sooner than later. There is no doubt that manufacturers need a strategic plan to keep pace in this highly-competitive space.

Growth, new products, and differentiation will play key roles as the battle for market share escalates. To help manufacturers compete with distributor brands in the future, Q1 is launching *Understanding the Foodservice Distributor Brand Landscape* study for multi-client sponsorship.

SCOPE

- **TRADITIONAL DISTRIBUTOR LABELS**, where the distributor's name is the sole brand (e.g., Sysco Classic, GFS).
- **SPECIALTY OR EXCLUSIVE BRANDS**, such as Glenview Farms, Silver Source, Citavo, etc.
- **DISTRIBUTOR BUYING GROUP BRANDS**, such as Frosty Acres, Golbon and UniPro.
- **EXTENSIVE CATEGORY COVERAGE**, including but not limited to, beef, poultry, pork, seafood, dairy, pasta, grains, beans, condiments, fats, oils, processed fruits and vegetables, bakery, cereal, stocks/bases, packaging, commodities, beverages, and seasonings/spices.

OBJECTIVES

- Deliver an understanding of the current landscape for distributor label/brand products.
- Develop an analysis of which categories are most impacted by distributor brands.
- Evaluate the outlook for distributor brands.
- Provide recommendations to each sponsor for protecting brand equity and/or developing a response for distributor label packing.

DELIVERABLES

- **PowerPoint report** with extensive metrics, analysis and expert insights.
- Easy-to-digest commentary with **key takeaways and actionable recommendations**.
- Robust appendix with **full study data from questions and responses**.

NEXT STEPS

To sign on today and have your proprietary questions included in our survey, please complete the acceptance form on the following page or contact Tim Powell at 312.602.9899 (tpowell@q1consultingllc.com).



ADVANCED Q1 ANALYSIS

- What types of merchandising, sales and advertising tools are distributors using to communicate brand value to customers?
- Why do operators purchase distributor label products instead of manufacturer label? Is it price alone?
- For what categories do operators prefer to purchase distributor label? Why? How does this vary from front-of-house to back-of-house?
- Are operators aware of specific distributor labels and do they know who owns them?



YES, I'd like to sponsor the study and have my proprietary questions included for \$17,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

**Once approved, please sign, scan and email to the attention of
Tim Powell at tpowell@q1consultingllc.com. Thank you for your business!**