

INFLUENCING THE OPERATOR PURCHASE

May the best brand win.

Because the tools of commerce are constantly evolving, so too is the way foodservice operators shop. Take a look at the five basic steps operators take today when deciding to buy a new product.



1 WHAT'S OUT THERE?

Operators are constantly looking for new products.

- 7/10 re-evaluate product categories monthly
- 1/2 feature LTOs at least monthly

Why?

quality | pricing | availability | consumer feedback | menu relevance



92% get foodservice newsletters weekly.

They sign up because of:

1. The relevant content
2. Free samples
3. Peer recos

2 WHERE DO I START?

Most operators find new products in one of two ways:

1. DSR recos

Most operators trust their DSRs

- More than 1/2 rate their DSRs a 9 or 10/10
- DSR satisfaction is directly related to level of business support—especially menu support
- Most helpful DSRs curate options for operators

2. Online search

- 1/5 start with a search engine. These operators:
 - » Are more likely to get annoyed with manufacturers who don't stick with the relevant message
 - » Are more likely to look for the best price regardless of channel

4 WHO MAKES THIS?

How?

This group is more likely to desire in-person meetings with sales reps

Why?

They want a good deal—and they say finding one is enough to re-evaluate their current product

What do they want from you?

Primarily recipes and culinary trends



2/3 want to hear from manufacturers more often.

3 CAN I TRY IT FIRST?

Samples are huge.

- 2/3 start a manufacturer relationship with a sample

DSRs can help.

- 88% receive samples from DSRs
- And 89% of them say it's valuable



94% want to see pricing before requesting a sample

5 TIME TO BUY.

Over 1/2 say they'd like to order directly from the manufacturer. 43% have already ordered from manufacturers and typically order online. This group is:

- More likely to check availability before sampling
- More likely to price shop
- More likely to trust ratings and reviews

THE FUTURE OPERATOR.

While operators skew older, millennials are next in line. Here's a few ways they differ from their elder peers:

- They're unsurprisingly more tech savvy
- They're more likely to be connected through, active on and influenced by social networks
- Surprisingly, they're less likely to search for and order products online



What are newsletter subscribers actually looking for? What does good ecommerce look like? How can you catch operators when and where they're looking? Get all the details you want in the full 2019 Influencing the Operator Purchase report.



Marlin Network
Operator Vantage