

FOODSERVICE OPERATORS ARE HUNGRY FOR DIGITAL COMMERCE

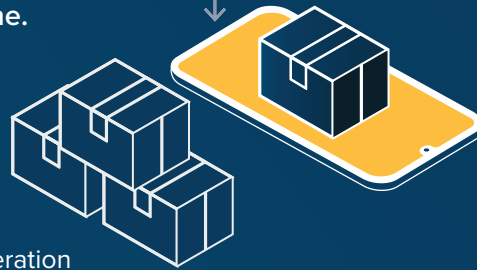


In March, Waypoint surveyed foodservice operators about their online buying behavior.

BUYING MORE FOOD AND SUPPLIES ONLINE*

NEARLY ONE-FOURTH of foodservice operators are doing more shopping online.

- 24% More shopping online
- 5% Less shopping online
- 51% The same amount of shopping online
- 20% Do not shop online for foodservice operation

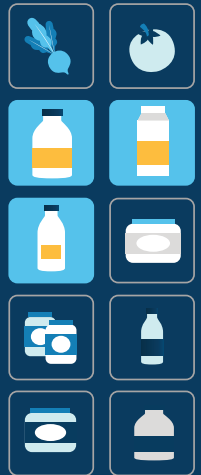


* Compared to a year ago.

CHANGING SHOPPING BEHAVIOR*

With online ordering an option, **3 IN 10** foodservice operators are doing more comparison shopping.

- 30% I am doing more comparison shopping online
- 15% I am buying new/different items online
- 16% I am ordering from more distributors online
- 52% My behaviors have not changed

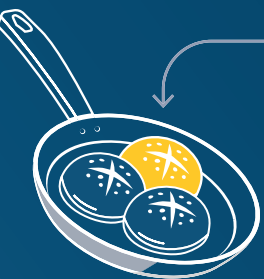


* Includes only operators who order online, multiple answers allowed.

LOOKING FOR PRODUCTS, CONCEPTS AND RECIPES

Even as digital platforms take on greater importance, **ONE-THIRD** of operators say their foodservice broker rep is their No. 1 source of information for new products, menu concepts and recipes.

- 33% Foodservice broker sales representative
- 26% Search engine (Google, etc.)
- 9% Foodservice distributor's website
- 8% Foodservice distributor's online ordering portal
- 6% Manufacturer's website
- 2% Foodservice supplier's website*
- 1% Foodservice distributor sales rep
- 0% Amazon.com
- 14% Other



* Such as foodservicedirector.com, webstaurantstore.com, etc.

LOOKING FOR PRODUCT INFORMATION*

NEARLY ONE-THIRD of foodservice operators making online purchases say the No. 1 piece of information they look for is price.

ONE-FIFTH of operators first look for product and packaging images.



- 32% Price
- 20% Images of product and packaging
- 11% Features and benefits of product
- 9% Nutrition information
- 7% Images of recipe or menu application
- 3% Prep and handling instructions
- 2% Allergen information
- 15% Other

* Includes only operators who order online.