



Let Your Products Speak For Themselves

Product information is at your fingertips! The key to obtaining and displaying this information on your eFoodUSA-powered website is the UPC number.

For the first step, make sure to assign UPC numbers to all of your items. There are two ways to accomplish this. First, if you already know the UPC numbers for your items, you can include them in your item master file which is uploaded daily to eFoodUSA. (For additional help with this process call your technical advisor at eFoodUSA). Second, in the maintenance section of your eFoodUSA-powered website, you may search the eFoodUSA item database and assign UPC numbers to your items. This is done by typing or copying and pasting the UPC numbers from the eFoodUSA item list on one side of the page to the other side of the page where your items can also be searched and listed.



If you find that we do not have a particular item in our database or product information for a specific item, you may also send us any product information you have, and we will make sure that the information is available for your customers when they are searching items on your website.

Please encourage your suppliers and vendors to send us product information, as well. It is a great way for your vendors to provide product information when it counts the most — when the end user is deciding on purchasing their products! And it is completely free!

Product information submitted to eFoodUSA must include a UPC number for each item. Other useful information that may be submitted includes: general product information, sales and marketing infor-

mation, packaging and storage information, preparation and cooking instructions, nutritional information and photos of the products. Specifics of these categories are listed below. Please note that these are simply guidelines, and that we will do our best to work with any information sent to us.

General Product Information:

- Vendor/MFG/Supplier Name
- Brand
- Item Description/Name
- 14-Digit UPC
- MFG Item Number
- Pack Size
- Case Weight (Gross/Net)
- Case Cube

Sales/Marketing Information

- Describe item to try and sell it
- May give portion/size
- May provide CN info (ex. provides 3 bread components)
- For CHEMICALS: precautions, directions for use, suggested uses – hazmat sheets

Packaging/Storage Information

- How to store product and where
- Type of container item is packaged in (ex. glass/plastic bottles, bag, tub, etc.)
- Case Weight (Gross, Net)
- Case Cube
- Shelf life
- Freezer/Refrigerator shelf life

Preparation/Cooking Instructions

- Ready to eat
- Cooking instructions
- Recipes/Serving suggestions

Nutritional Information

- Serving size
- Ingredients
- Kosher Code
- Nutrient amounts up to one decimal place

In the News:

- eFoodUSA attended the MUG Mid-Year Conference in Nashville, TN on July 9-10th, 2003.
- eFoodUSA attended the Fox River Foods Excel Vendors Appreciation Day on August 18, 2003 in Aurora, Illinois.
- A representative of eFoodUSA will be at the Robert's Foods, Inc. Food Show on October 19-20th, 2003 in Springfield, Illinois.

Inside this issue:

Feature Focus	2
Tech Corner	3
From the President's Desk	3
Internet and the Food-service Industry — A Growing Trend	3-4



Feature Focus

The Inventory section is a wonderful resource for the end user. One or more personal inventories can be saved online for future reference! The Inventory section also allows you to change your password or to create and update your Personal Order Guide, which is used for both placing orders and recording your inventories.

For additional assistance in recording your inventory online, an "inventory worksheet" is available to print through the Order Guide section. Once you have your inventory counted, you may enter and save it online. Do you have only partial amounts of a case remaining for a particular product in your inventory? It's not a problem! You may use decimals in the online inventory section for an accurate record of your item amounts!

To record your on hand inventory, click the Inventory button in the navigation bar and then click the Continue button on the first page that is displayed. Select the Order Guide to use for your inventory and choose to show costs or not to show costs. Click the Continue button after you have made your selections. At this point, you may fill in the quantities of each item in your inventory. Remember, for partial cases, you may use decimals for your quantities. If you would like to get product information about an item in your inventory, just click on the item code number if hyper linked. If you have items in your on hand inventory that are not on your inventory guide, but are available from your distributor, the additional item numbers can be searched for at the top of the screen and added at the bottom of the page. Recap your inventory when you are finished.

At this point, your inventory has been saved. You will be notified if there are any errors and can return to correct

"... personal inventories can be saved online ..."

them if necessary. Since your inventory has been saved, you may continue with your inventory verification or select another option on the navigation bar and

return to your inventory later.

To print your completed inventory, continue to the Recap Inventory screen. This will provide a complete list of your inventoried items only. Once this list is displayed, you may click Print on your browser window. If you wish to print all the items of your guide with your inventoried items included, you may click the Print button on your browser before clicking the recap button, when your order guide is displayed and your quantities are entered.

To view, revise or delete your saved inventories, go to the Inventory section and your saved inventories will be listed at the bottom of the page. Select change or delete next to the inventory of your choice and click the continue button. If you are revising the inventory, you may now make any changes you wish.

An optional feature available for the inventory section is Non-Distributor Inventory. This inventory feature allows the end user to include items in their inventory that are not ordered or available through their distributors website. It also allows you to create an extended inventory report including the non-distributor items. For more information on this optional feature, please call your eFoodUSA representative at 847-888-3202.

Watch for our next issue's Feature Focus - Place Order Section! If you would like to see a particular feature discussed in a future Feature Focus article, please send an email with your request to: heatherk@efoodusa.com.

Let Your Products Speak For Themselves (...continued from page 1)

Picture of Product

- In .jpg format
- 250 X 250 pixels maximum height/width preferred
- Photo named as corresponding item UPC number

All of this product information can be sent in several forms: hard copy, POS flyers, catalogs, electronically through email, on CD, ZIP or floppy disks. Vendors can also send us written permission to download or copy information from their website. If information is sent electronically, we would prefer it in IFDA Format (International Foodservice Distributors Association) which

is the standard in the foodservice industry. However, we will accept and work with any format. Visit the IFDA online at <http://www.ifdaonline.org> for more information and some useful information about bar coding.

If your vendors have not assigned UPC numbers to some of your items, you may mention that they can get more information about assigning UPC numbers at: <http://www.uc-council.org/>. Please note, the item's UPC number does not have to be on the package or include a bar code, it simply needs to be assigned to the product.



Testimonial

“We have received many positive comments from our customers about the online ordering program. We most often hear that the program is easy to use, convenient because it can be accessed at any time from any location with internet capability, and that the product search and reporting features are a definite plus.”

Tom Gillett
President
Indianhead Foodservice Distributor

eFoodUSA is always happy to receive a testimonial from one of its satisfied customers. We appreciate and thank you for your support! Make sure to check out the testimonials section online at www.efoodusa.com! If you would like to submit a testimonial, whether it be from you, a customer, or whomever, please send an email with your testimonial to heatherk@efoodusa.com or contact us at 847-888-3232.

TECH Corner

This issue's TECH Corner is a bit different this quarter, and will appeal to both those involved in the world of the internet and computers as well as in the foodservice industry. Here are some clever and interesting quotes found about both topics:

“On the Internet, nobody knows you're a dog.”

Peter Steiner, cartoon in *The New Yorker*, July 5, 1993

“Fish is the only food that is considered spoiled once it smells like what it is.”

P. J. O'Rourke (1947 -)

“URLs are the 800 numbers of the 1990's.”

Chris Clark

“Never eat more than you can lift.”

Miss Piggy

“Computers in the future may weigh no less than 1.5 tons.”

Popular Mechanics Magazine, 1949

“My doctor told me to stop having intimate dinners for four. Unless there are three other people.”

Orson Welles (1915 - 1985)

Internet and the Foodservice Industry—A Growing Trend

These days technology is everywhere you look. High school students carry cell phones wherever they go, luxury cars have built-in mapping systems and someone in Chicago can type a message on the computer and send it instantly to someone in Japan. The Foodservice Industry is not lacking in technology, either. Technological advancements are a growing trend for the Foodservice Industry, especially pertaining to internet services.

Every day people turn to the internet, whether they are

“The possibilities seem endless ...”

looking for a known restaurant's information, or they are searching for a new restaurant to go to for dinner. Searching by a specific area or by a particular type of cuisine served is just two of the many criteria available to search by on several existing websites. We also find that everyday people can order food online, book a catering service or make advanced reservations at their

(Continued on page 4)

From the President's Desk

Welcome to the newest feature of our quarterly newsletter – A note from the president's desk. Each time I will share with you some thing that hopefully you will find valuable. It may be a new component, a new way to solve an old challenge or something that we may have missed sharing somewhere along the way. These ideas will undoubtedly come from you, our customers.

Our business-model has always been to build a “better mouse-trap” of a site because we always involve the people it touches most – you and your operators. We have always strived to be more than simply website software, but more of a total business solution. Besides a time-tested web-based order-entry and reporting solution, we endeavor to offer so much more. This newsletter is just one example, as is the wealth of resources we have available online to help you take this solution to market.

When you are done reading this newsletter, take a moment to re-review all the resources that we make available to you in the private pages on the website (you will need your password). I would appreciate you passing this newsletter along to someone in your organization that should see it or better yet, let us know who else would enjoy receiving future newsletters.

Please remember that we are here to be a resource to your company to enable you to make your website a valuable asset for your continued business growth. Whatever challenge you feel you have in front of you with your eFoodUSA powered website; we most likely have heard it before. We are willing to share what we know to help you utilize this remarkably valuable asset that you have at your fingertips and the fingertips of all your customers that are “web-connected”.



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Visit us on the Web!
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Evolving
e-Commerce
for the
Foodservice
Industry

Place
Stamp
Here

Internet and the Foodservice Industry—A Growing Trend *(...continued from page 3)*

favorite restaurant. These are just a few food-related examples available to anyone online. The possibilities seem endless once you begin to surf the internet.

Professional chefs, as well as people who simply like to cook, are also using the internet. There are many websites with delicious recipes displayed and shared from people around the world. Forums allow interaction with others who have the same interests in the food industry to share and gain new ideas. If taking the professional route, culinary schools can be located and researched on the internet. Then, once graduation is over, many will even find job opportunities posted online.

Restaurants have also been using the internet more these days. Some restaurants promote their establishment with an online website. They can become more time-efficient by taking online reservations and “to-go” food orders, and at the same time they become more popular. On the backend side of things, they now have opportunities to order food products and other needed items from their distributors on the internet. If their distributor has an eFoodUSA-powered website, the restaurant, in addition to order entry, will also be able to run and print various reports, store an online inventory, create personal order guides and much more! Restaurant associations can also be found online, which provide valuable information for anyone in the industry.

Distributors use the internet by providing restaurants and other foodservice operators online opportunities. By providing an online order-entry website, the distributor’s sales team becomes able to promote and sell more products instead of having to use valuable time taking and recording orders. Again, the eFoodUSA-powered websites also allow the end user to create and print their own reports, saving the distributor more time and money. It is a win-win situation. Distributors similarly can find vendors’ websites for product and useful selling and purchasing information.

Vendors also use the internet to promote their items and advertise to potential customers, whether it be a distributor or an end user who then requests these products from their distributor. Since foodservice and retail divisions can be listed on a vendor’s website, an eFoodUSA-powered website will direct the operator directly to the proper section where they can view a list of products, as well as specific information, such as nutrition.

eFoodUSA, Inc. is proud to be a part of the most recent internet-related developments in the Foodservice Industry. We strive and continue to offer our customers new features as the technology advances. As an internet applications service provider that is going strong, eFoodUSA is the ultimate testimonial for the internet and the Foodservice Industry growing and working together.