



QUARTERLY NEWSLETTER

Volume 8, Issue 3

Autumn/Winter 2009

Version 5.0 is Almost Here!

The new features and enhancements have been developed, and now the rigorous testing is under way. As we at eFoodUSA prepare for the Version 5.0 roll-outs, you can also prepare by familiarizing yourself with some of our new and enhanced features!

For Individual Accounts

Place Order & Inventory

- ★ Multiple Standing Orders
- ★ Multiple Par Levels
- ★ Recreate past order from Order Status

Order Guide Editor

- ★ Skip to category links
- ★ Merge, insert or split categories capability
- ★ List of recently ordered items not on the order guide

Products

- ★ Item numbers in product search results link to full product information page
- ★ Thumbnail images on product search results
- ★ Featured Vendors items and product search results items now include "Add to Order" capability

Reports

- ★ Usage Report by Invoice
- ★ Usage Report/Cases and Dollars by Order Guide selected by operator
- ★ Food Cost Report
- ★ Sub-group chain reporting with special log in

General

- ★ What's New section includes pictures
- ★ Tools Section
- ★ Recipe and Menu Costing
- ★ New Navigation Bar style

For Multiple Unit Administrator Accounts

- ★ Editable Website Messages for Units
- ★ Assign ALL for Corporate Order Guides
- ★ Order on behalf of multiple units with one order
- ★ Choose to receive order notification emails for specific Units

For the Distributor

- ★ Multiple cut-off times per days of the week per account
- ★ Holiday block out dates for shipping
- ★ Minimum case count for orders
- ★ Display or not display A/R per operator
- ★ Editable Website Messages and Featured Vendors now targetable to specific customer type
- ★ Priority listing for Featured Vendors
- ★ Suggested items listed on top of order guides (no quantity)
- ★ Display (or not display) up to last five times an item was ordered
- ★ Optional file upload for Company Info page
- ★ Editable Website Message which displays in a pop-up after successful log in which requires a click to continue
- ★ Inline Specials

In The News:

- *eFoodUSA attended the UniPro Foodservice Fall Purchasing Conference in Orlando, Florida on October 4-7, 2009.*
- *eFoodUSA attended the Fox River Foods, Inc. Food Show in St. Charles, Illinois on November 17, 2009.*
- *Visit us online at www.efoodusa.com for Client Resources, past Quarterly Newsletters and more!*

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Feature Focus: Customer Option List

In the password protected Distributor Maintenance section of each eFoodUSA-powered website, the Distributor will find an option called Customer Option List in the menu. When selected, this option will display a listing of all customers, along with many individual options to be customized for each account.

The listing can be sorted by Customer Number, Customer Name, or any of the individual settings by simply clicking the column headings. In this section, a Distributor can determine the following for each account: cut-off time for orders, minimum and maximum dollar amounts for orders, a credit limit or credit hold, and whether or not to show average user per month and per unit pricing. A total number of customers is listed at the end of your list, also.

Cut-off time is initially set to the site-wide default cut-off time, which is also displayed at the top of the page for convenience. If a distributor chooses to set a unique cut-off time for a particular account, simply click the "Default" link, for an option to set a specific time. If a specific time is already set, and a distributor would like to change it back to the default time, simply click the appropriate cut-off time link, and a checkbox to clear the cut off time is located below the time. Version 5.0 allows this cut-off time to be specified by day! All times are the Distributor's local time.

Minimum/maximum order amounts and credit limits are set in dollars. To add or change the minimum/maximum

amount or the credit limit, select the "None" link, or the dollar amount link under the appropriate column for the desired account, and edit accordingly.

To put a credit hold on an account, click the link under the Credit Hold heading to toggle the word "Yes" and "No". If Yes is displayed, then that account will be able to create and save an order in-progress, however, if the operator tries to place the order, a message will display at the validation stage that there is an issue with the account and to contact the Credit Department.

Similarly, if you choose to show or not show the average use per month or per unit price, click the "Yes" or "No" link to toggle the display back and forth. The average use per month is shown on the Order Guides in the Place Order and Inventory sections. The per unit price is also shown on the Order Guides in the Place Order and Inventory sections when an operator rolls the pointer over an item's price.

In the header bar at the top of the Customer Options page, there is an "Edit Credit Notification" link. This allows the distributor to enter up to three email addresses to be notified whenever any changes are made for credit limits, minimum/maximum orders or a credit hold.

All credit settings are also able to be set by an optional file upload. The file upload settings will take priority over the web-based settings, however a "*" entered in a field of the upload file will preserve the web-based setting for that field.

Get on the List!

By the next quarterly newsletter, Version 5.0 will be available to all Distributors.

Want to be the first to upgrade your eFoodUSA-powered website? Now's the time to get on the list!

Contact eFoodUSA today at V5signup@efoodusa.com to reserve your place in line for the Version 5.0 Rollout!

Please include the following with your request:

- ★ Distributor Name
- ★ Technical Contact Name
- ★ Technical Contact E-Mail
- ★ Technical Contact Phone Number
- ★ Rollout Date Conflicts (Dates to avoid, such as Tech Contact on vacation, Special Events, etc.)



Coming Soon to the Client Resources Section



eFoodUSA often hears great ideas from our Clients on how they utilize the features of our website solution. We thought we should share those ideas so that everyone could benefit! That is why we are creating a new section called "User Tips and Tricks" which will be

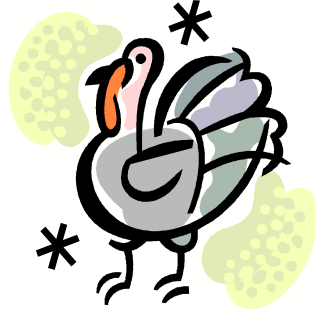
found at www.efoodusa.com in the Client Resources. This new section will be released with our Version 5.0 marketing materials.

Have a tip or trick to share? Let us know your helpful hints and we might publish it in our new section! Please send your tips to usertips@efoodusa.com for review.



Tech Corner: Turkey Trivia

- ★ Age is a determining factor in taste. Old, large males are preferable to young toms (males) as tom meat is stringy. The opposite is true for females: old hens are tougher birds.
- ★ A turkey under sixteen weeks of age is called a *fryer*, while a young *roaster* is five to seven months old.
- ★ Turkeys have great hearing, but no external ears. They can also see in color, and have excellent visual acuity and a wide field of vision (about 270 degrees), which makes sneaking up on them difficult. However, turkeys have a poor sense of smell (what's cooking?), but an excellent sense of taste.
- ★ Domesticated turkeys cannot fly. Wild turkeys, however, can fly for short distances at speeds up to 55 miles per hour. They can also reach speeds of 25 miles per hour on the ground.
- ★ Turkeys sometimes spend the night in trees.
- ★ Turkeys can have heart attacks: turkeys in fields near the Air Force test areas over which the sound barrier was broken were known to drop dead from the shock of passing jets.
- ★ Male turkeys gobble. Hens do not. Hens make a clicking or clucking sound.
- ★ The wild turkey is native to Northern Mexico and the Eastern United States.
- ★ Ben Franklin thought the North American wild turkey should be the national bird (rather than the Bald Eagle).
- ★ The ballroom dance known as the Turkey Trot was named for the short, jerky steps a turkey makes.



From the President's Desk By: Jim Whetstone

Welcome to my corner of the newsletter! Thank you for taking time to read our publication. We are very excited here at eFoodUSA because we have all the code done for our New Version 5.0, and we are in the midst of our Quality Assurance and testing process. As the site evolves and we add more features and tools, the more there is involved with the testing. Everything is progressing extremely well, and we are on schedule, it just takes a long time to properly execute the rituals needed to deliver the quality you have come to expect in the sites we provide.

We have been teasing features of the Version 5.0 site in the last newsletter and even more in this one and I hope you are looking forward to it as much as we are looking forward to delivering it to you. Since we will be releasing the new Version 5.0 before the next newsletter, we wanted to make sure you were aware of some of the new functions and tools that the site will offer operators to help them effectively manage their operations, either individually or overall as a group. Everyone loves new tools to work with and we really enjoy delivering them!

Of course, the biggest undertaking and the most time consuming to develop was the Recipe/Menu Building, Costing and Predicting Tools that we talked about in the last

issue. I can not wait to get that into the hands of the operators! What a great service for Distributors to provide to their Operators. Think of the savings in not having to purchase software that can do that, and the convenience of being able to access it from any web connected computer! I also really love the new Food Cost Report that automatically starts with a beginning inventory, adds in the purchases between that date and the date of the ending inventory, which it subtracts to give the Gross Food Cost for any given period. Of course, there are other options to modify it and

"Everyone loves new tools to work with and we really enjoy delivering them!"

operators can also optionally enter their gross revenues for that period and receive the report including the Food Cost Percentage.

Adding new tools are the fun, splashy parts of the new site, but also listening to our customers and adding to previously new features are equally important. While they may not make the newsletters, they are in response to what we hear our customers need. For example, in the current Version, we

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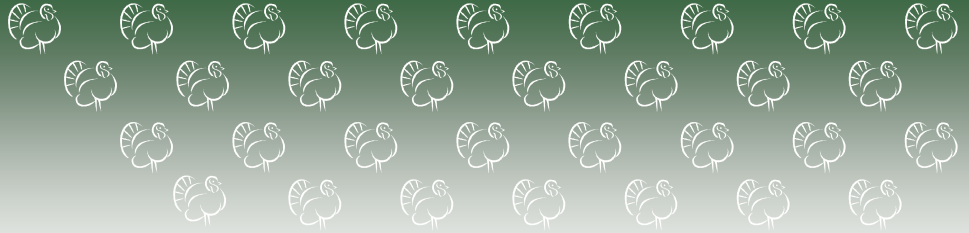
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Evolving
e-Commerce
for the
Foodservice
Industry



From the President's Desk

By: **Jim Whetstone**

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added Par-level ordering built off the inventory tools the site had previously offered. We received many wonderful correspondences regarding this feature. In a few of them though, we had the ol' qualifying "but". Some people dread that, but we look at it as an opportunity. "The par-level ordering it great, but it would be nice if I did not have to adjust it as my seasonal business changes", or "it would be nice to have a Par-level for each cycle", etc. So we added multiple par-levels to the new version. Likewise, we added multiple Standing Orders for the same reason. We also

"...all of these enhancements and the new resources are provided to help both the distributor and the operator be as efficient as they both can be..."

added Multiple Order Cut-Offs by the day and customer, as Distributors move to be more efficient in their day to day operations.

These are just a few of the things we are bringing to the table with the new version 5.0. We will provide materials and resources to help you with the new Version features and enhancements, as we have always tried to excel in that area. But the bottom line is all of these enhancements and the new resources are provided to help both the distributor and the operator be as efficient as they both can be, and we all know that efficiency is so critical in today's marketplace! All of us here at eFoodUSA are so proud to do what we can to help each and every one of you be efficient and successful!