



## eFoodUSA Continues to Grow

The first quarter of 2002 has been very productive for eFoodUSA. We have begun work on an additional five new distributor's websites and are anticipating even more to begin in the second quarter of this year!

An up-to-date map of the United States showing the eFoodUSA growth of new and existing distributors is currently available at <http://www.efoodusa.com>. We hope this map will satisfy those curious about our progress as well as encourage those not already using



the eFoodUSA internet solution to look into becoming part of our growing family!

Progress has also been made with our continuing upgrades. We are confident the distributors using eFoodUSA's internet solution will benefit from the new additions as well as from taking advantage of our existing features. See the articles inside this and future issues of the Quarterly Newsletter entitled *Upgrades Available* and *Feature Focus* for a deeper look into new and existing features.

## Online Additions!

eFoodUSA has made some additions to its home page. All issues of the Quarterly Newsletter and eFoodUSA's Press Releases are now available online. Distributors using eFoodUSA's Online Solution can also access the Marketing Plan with their customer password.



See what's new at  
<http://www.efoodusa.com>!

To display an issue of the Quarterly Newsletter, follow the "What's New" link to the Newsletter Index and select the publication you wish to view. Use the publication's "Inside this Issue" menu or the links at the bottom of the screen to navigate through the pages.

of the home page and click "Go!". (Only Distributors using eFoodUSA's Internet Solution will have received this password.) Watch the CD presentations, join the Incentives notification list, download informational flyers for your customers, or order items with your logo!

### In the News:

- eFoodUSA was at the 2002 UniPro Spring Purchasing Conference in Las Vegas this past March in support of the recent UniPro endorsement of our Internet Solution.
- Quarterly Newsletters, Press Releases, the Marketing Plan and a growth map of eFoodUSA are now available online at <http://www.efoodusa.com>.
- According to the Nielsen/NetRatings, almost 500 million people worldwide had internet access at home by the end of last year.
- Childtime Childcare, Inc., located in 23 states across the US, has chosen to provide reporting and order entry through the MUG Internet Ordering System provided by eFoodUSA, Inc.

### Inside this issue:

Feature Focus	2
Upgrades Available	2
Editor's Note	2
Useful Website Links	3
TECH Corner	3
eCommerce and other strange animals	3-4



## Feature Focus

The Featured Vendors section is an option found on all eFoodUSA-powered websites that every distributor should take advantage of. You will see that there are many benefits from utilizing this existing feature for both the distributor and the vendor.

Featured Vendors are conveniently located on the homepage of the distributor's website. They are represented by either the vendors' names or logos, which when clicked, will direct you to an exclusive vendor's page. Controlled by the distributor, these individual pages can include up to ten featured products, contact information, website links, special incentives and/or product discounts for the distributor's customers.

Vendors will receive special attention as a Featured Vendor. A perfect marketing tool, this provides a way for the vendor to advertise its products when it counts the most — when an operator is about to place an order.

When operators gain interest in these products and purchase them, both the vendor and the distributor have made a sale. The distributor also benefits from provid-

**"...there are many benefits from utilizing this existing feature..."**

ing this featured service to the vendor. By charging a fee for this special privilege, the distributor will gain additional revenues. A separate fee can be charged for a link to the vendor's website, which will

open in a separate browser, allowing the operator to keep their place on the distributor's website. Fees for these services can be a monthly flyer fee or part of an annual marketing plan.

For a distributor, Featured Vendors are also simple to set up. Click the "Update Featured Vendor" link from your website Maintenance Index and fill in the information about your Featured Vendor in the fields provided. Make sure to upload a logo if there is one available! If you need help, click the "Help" link in the Maintenance Index for step-by-step instructions.

Watch for our next issue's Feature Focus, "Multi-Level Enhanced Maintenance Index," due out this Summer! If you would like to see a particular feature discussed in a future FF article, please email: [heatherk@efoodusa.com](mailto:heatherk@efoodusa.com).

## Upgrades Available

Thanks to the ideas and hard work of everyone at eFoodUSA, our newest upgrades are now available to Distributors using an eFoodUSA-powered website. The new features are as follows:



- 1. Weekly Sales Verification** — In order to continue providing accurate data and reports, eFoodUSA has calculated the total dollar amount for sales made through the Distributor's website on a weekly basis to be verified by the Distributor.
- 2. Maintenance Section Help** — "Help" links are now available next to each option in the Distributor Website Maintenance Index. These links provide step-by-step instructions and useful additional information about each option in a separate, small browser window.
- 3. Online Food Show Registration System** — An online food show registration page is now available to Distributors for implementation. This feature allows website, non-website and potential operators to register for a Food Show from the home page of the Distributor's website. (An additional fee may be involved.)

## Editor's Note

Hello!

I hope you are enjoying the second issue of eFoodUSA's Quarterly Newsletter! With this newsletter, eFoodUSA is excited to not only provide you with up-to-date information on the progress and features of eFoodUSA, but also give you useful information relating to the internet and the foodservice industry.

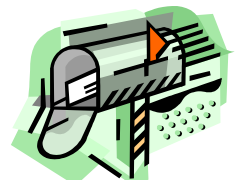
Your input is important! Feel free to contact me at [heatherk@efoodusa.com](mailto:heatherk@efoodusa.com) with the following:

- Questions, comments or suggestions
- Internet and/or food related article submissions
- Customer testimonials from either yourself or your customers
- Add or remove a name to or from the eFoodUSA Quarterly Newsletter mailing list

Thank you and enjoy,

*Heather Karabetros*

e-Commerce Coordinator





## Useful Website Links

### Microsoft ®

<http://www.microsoft.com>

- The worldwide leader in software for personal and business computing

### National Restaurant Association

<http://www.restaurant.org>

- The leading business association for the restaurant industry

### Uniform Code Council, Inc.

<http://www.uc-council.org>

- Dedicated to establishing and promoting multi-industry standards for product identification and related electronic communication
- Source of the Universal Product Code (UPC)

### UniPro Foodservice, Inc.

<http://www.uniprofoodservice.com>

- The leading foodservice distribution cooperative
- Includes the Multi-Unit Group Organization, a National network of Foodservice Distributors

### United States Department of Agriculture

<http://www.usda.gov>

- Dedicated to food safety, nutrition, agriculture and more



## TECH Corner

Ever had a conversation with someone online, and it seems like they are typing a different language? Whether you are in a chat room or instant messaging, here are some quick ways to say what you mean.

### Abbreviations

**BBL** Be back later  
**BRB** Be right back  
**BSF** But seriously folks  
**BTDT** Been there, done that  
**BTW** By the way  
**CUL** See you later  
**F2F** Face to face  
**HTH** Hope that helps  
**IMO** In my opinion  
**JAM** Just a minute  
**L8R** Later  
**LOL** Laughs out loud  
**NRN** No reply necessary  
**TIA** Thanks in advance  
**TTFN** Ta ta for now  
**TTYL** Talk to you later

### Smiles

**:-)** Happy  
**:-(** Sad  
**:-D** Laughing  
**;-)** Winking  
**:-P** Sticking out tongue  
**:-#** Lips sealed  
**:-'(** Have a cold  
**:-(O)** Shouting  
**:-\*** Kiss  
**:-@** Ouch!  
**:-0** Surprised  
**:-&** Tongue twisted  
**:-(** Crying  
**:-)** Crying with joy  
**|-|** Asleep with boredom  
**?:)** Baby

## eCommerce and other strange animals

Article By: Michael Bloch, michael@tamingthebeast.net, <http://www.tamingthebeast.net>

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**eCommerce, Ecommerce, e-commerce;** however you spell it, the term is now firmly lodged in our language. So just what is it?

At it's most simplistic level; eCommerce is simply the buying and selling of goods, services or information via the World Wide Web, email or other pathways on the Internet. It is here to stay and will play a bigger role in our lives over the years ahead. Ecommerce and Ebusiness are interchangeable terms. eCommerce can be broken down into the following sections:

- **eTailing.** These are mainly "virtual" storefronts which act as a catalogue of products of merchants and usually include a "shopping cart" system to enable consumers to purchase online with the use of credit cards. Today's Internet climate dictates that if you can't buy what you

**"It is here to stay and will play a bigger role in our lives over the years ahead."**

see online while you are online; you will probably lose the sale. The great advantage of etailing is international coverage at minimum cost and the ability to trade 24 hours a day with minimum staffing levels. The benefits to consumers are shopping from home and a wide range of choice. This range of choice can sometimes be a downfall as it confuses some consumers who in frustration may give up on buying the product at all!

- **EDI (Electronic Data Interchange).** This is the business to business (b2b) flow of information between companies or within a company itself. The 90's saw the concept information equaling power. Whatever creates power also generates money and therefore creates new enterprises to supply this information. EDI is being replaced with XML. He with the most relevant data on his hard drive wins!

- **Email and faxing.** Direct marketing through email. Unfortunately, it also creates the equivalent of what we

*(Continued on page 4)*



200 East Howard  
Suite 232  
Des Plaines, IL 60018  
Phone: 847-390-8064  
Fax: 847-390-8435  
Email: [info@efoodusa.com](mailto:info@efoodusa.com)

Visit us on the Web!  
[www.efoodusa.com](http://www.efoodusa.com)

Evolving  
e-Commerce  
for the  
Foodservice  
Industry

Place  
Stamp  
Here

## **eCommerce and other strange animals** *...continued from page 3*

find in our physical mailboxes every day; junk mail - electronic junk mail is known as spam. Terabytes of spam are circulating around the Internet at any given time, which slows down our global network. While this is one of the negative aspects of eCommerce, direct marketing ploys, if carried out properly are a very successful and acceptable way of generating income for a business.

- **Security services.** The broad exposure of (and sometimes hyped) dangers of credit card and direct debit transactions via the Internet has rocketed the growth of many companies who provide security services to protect consumer & business transactions. This can include authorization/encryption technologies and creating secure areas on web sites. This will be a growth area for as long as eCommerce is with us because you can guarantee that as soon as a new "unhackable" technology is introduced - someone has hacked it. Some hackers view themselves as rebels, antiestablishment and "socialists"; but in reality they actually fuel the security services market and provide huge dividends for shareholders in successful security services firms. Good one guys... you won't change the world for the better by

sniffing around bank accounts!

- **Statistics.** Demographics and survey results regarding Internet habits are a huge industry. Web planners rely on information from these sources in planning web sites and justifying marketing and promotional expenditure.

- **B2B (Business to Business).** When I began in Computer Hardware sales some years ago, I spent a great deal of time and money on national and international phone calls to locate components. In 2001, if contacting a supplier meant having to pick up a telephone; I wouldn't bother doing business with them. The B2B world of today means that wholesalers and retailers have a means of fast and efficient communications and transactions; the Internet.

Bill Gates is reported to have said something along the lines of: "In a few years, there will only be 2 types of businesses, those that are online and those that are out of business." You may not buy anything online yourself, but I'll guarantee that most of the companies that supply you with goods and services do - knowingly or not, we all have our role in this brave new world.....