



QUARTERLY NEWSLETTER

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New Look & Maintenance Section for Featured Vendor Links!

First, the Featured Vendor Links are not to be confused with Featured Vendors, which is another great way to increase Vendor participation in your revenue-earning Marketing Plans. Featured Vendors are displayed on the Home Page of your eFoodUSA-powered website and are represented by the vendors' logos which when clicked, will link to another page on your website with a list of products you provide from that vendor.

Instead, the Featured Vendor Links

are found on the Order Guides and when clicked, will link to the vendors' website in a new window. Each Featured Vendor Link is now represented by a red "MFG" button which will be displayed next to the assigned item near the blue additional information buttons for that product. This convenient new look is a smart change by

taking up minimal space but providing a maximum advantage in having the corresponding vendor or manufacturer website readily accessible next to a product. This is not only valuable for the distributor and the customer but also the vendor and manufacturer!

Item	Description	Additional Info
161121	12/8oz Dan Boysnby Fob Yog-If Spl	MFG MFR MCH MPR MALS
161125	12/8oz Dannon Vanilla Yogurt-If	MFG MFR MCH MPR MALS
161129	12/8oz Dannon Strawberry Fob Yog-If	MFG MFR MCH MPR MALS
161131	12/8oz Dannon Straw/ban Fob Yog-If	MFG MFR MCH MPR MALS
161133	12/8oz Dannon Blueberry Fob Yog-If	MFG MFR MCH MPR MALS
161135	12/8oz Dannon Raspberry Fob Yog-If	MFG MFR MCH MPR MALS
161137	12/8oz Dannon Cherry Fob Yog-If	MFG MFR MCH MPR MALS

Featured Vendor Links have a brand new look with an updated, trouble-free maintenance section!

Item Number	Vendor	Vendor Hyperlink	Show Link
ALL Items	Dannon Products (ID: 399)	www.dannon.com	<input type="radio"/> No <input checked="" type="radio"/> Yes <input type="radio"/> Delete
	-SELECT VENDOR (only if not using itemnumber)-		<input checked="" type="radio"/> No <input type="radio"/> Yes
	-SELECT VENDOR (only if not using itemnumber)-		<input checked="" type="radio"/> No <input type="radio"/> Yes
	-SELECT VENDOR (only if not using itemnumber)-		<input type="radio"/> No <input checked="" type="radio"/> Yes

The maintenance section for this feature has also been redesigned. Now, you may not only assign Featured Vendor Links to an individual item by item number, but also to an entire vendor's list of products by vendor name! With this simple approach, you can assign numerous Featured Vendor Links all at one time!

With a clean new look and a straightforward, time-saving maintenance section, Featured Vendor Links are now easier than ever to start enhancing your vendor relationships!

In The News:

- eFoodUSA attended the Annual NRA Show which was at the McCormick Place in Chicago, IL from May 21-24, 2005.
- New Marketing Materials Section online in the Client Resources section! Order some of our marketing materials, or have some made with your own logo!
- Edit your eFoodUSA Quarterly Newsletter preferences online at www.efoodusa.com in the Quarterly Newsletter section under the Media Corner option!

Additional Free Enhancements for your eFoodUSA-powered Website!

Two new enhancements have been added to your eFoodUSA-powered website.

A **Product Information Disclaimer** has been added to all website pages which contain product information. This disclaimer will help ensure that there will not be any misunderstanding by the operator about the source of this information. We obtain product information from vendors and manufacturers, and although we continue to have the nutritional data evaluated by

food and nutrition professionals, we do NOT perform laboratory tests to analyze the contents of each product, and provide this information solely as a courtesy.

The **personal data of a deleted customer will be stored for 30 days** after the customer is removed by their distributor. This avoids the hassle of re-entering all of the customer's information if the customer was accidentally deleted or has decided they would like to re-establish an account.

Inside this issue:

Feature Focus: Non-Web Distributor Inventory & Extended Inventory Reports	2
Tech Corner: Blogs	3
New Version Pre-Release—Sales History Date Range!	3
From the President's Desk	3-4

Feature Focus: Non-Web Distributor Inventory & Extended Inventory Reports

This issue's feature focus, Non-Web Distributor Inventory and Extended Inventory Reports, is a two-part **optional feature** that can be added to an existing eFoodUSA-powered website.

First, Non-Web Distributor Inventory allows an operator to include items, which have not been purchased through their Distributor's eFoodUSA-powered website, in an inventory.

To begin your Non-Web Distributor Inventory, click the Inventory button and select the 'Create/Update Your Personal Inventory Guide' in the drop down menu. After selecting the 'Non-Web Distributor Maintenance' option you may create, add and delete your Non-Web Distributors and add, delete or modify your items for each. Non-Web Distributors are added by entering the company's information and a 3-letter code to represent each distributor on the order guides. Each item must then be created with its corresponding information under each Non-Web

Distributor. Once these items are created and assigned to a Non-Web Distributor, they need to be added to a Personal Inventory Guide. To do this, select the 'Create/Update Personal Inventory Guide' option, which will bring you to the previous menu, where you will choose either 'Create/Modify a Category' to create a new category for your Non-Web Distributor items, or 'Create/Modify Items within a Category' to add these items to an existing category. The Non-Web Distributor items are added by item number and then by selecting the 3-letter code for the corresponding Non-Web Distributor. These items will then appear on your Personal Inventory Guide with the 3-letter code and item number listed in red. Items from both the Distributor with an eFoodUSA-powered website and the Non-Web Distributors may be added to the same Personal Guide, however, the Non-Web Distributor items will only be available on your Personal Inventory Guide while in the Inventory section. If you use the same Personal Guide in the Order Entry section, the Non-Web Distributor items will not be displayed.

The second part of this optional feature, Extended Inventory Reports, goes hand in hand with Non-Web Distributor Inventory. Now that you have the capability to add these Non-Web Distributor items to your inventory and store them online, you may also run reports on these inventories!

Extended Inventory Reports allow an operator to report on stored inventories in a variety of styles and with customized criteria options.

To access Extended Inventory Reports, click the Reports button and select the 'Extended Inventory Reports' option. On the next page, there is an assortment of options to decide on in order to produce your Inventory Report. First,

choose either a Personal Inventory Guide report or a Distributor Inventory Guide report. Next, choose to display all items on the guide you have chosen or to list inventoried items only. Then choose to report your inventory with or without sub totals. Lastly, select to

view the report in a consolidated or detailed style. After the report criteria has been determined, select which stored inventories to include in your report. After your report is displayed, it may be viewed and printed. Non-Web Distributor Items will be displayed with a red item number and distributor code on your Extended Inventory Reports.

There is a one-time fee for the integration of this two-part optional feature. For more information, or if you would like to add the Non-Web Distributor Inventory and Extended Inventory Reports to your eFoodUSA-powered website, please call your eFoodUSA Representative at 847-888-3202 or e-mail us at info@efoodusa.com.

Watch for our next issue's Feature Focus article about another optional feature—Food Show Pre-Registration! If you would like to see a particular feature of an eFoodUSA-powered website discussed in a future Feature Focus article, please send an e-mail with your request to: heatherh@efoodusa.com.

Qty	UM	Dist.	Item	Item Description
				Supplies
	CS	DIS	123123	NON-WEB DISTRIBUTOR ITEM
	CS		670124	80/450 ANGEL SOFT 2PLY BATH TISSUE
	CS		986064	250/1GAL 10.5 X11 ZIPLOC BAGS

Non-Web Distributor items listed on the Personal Inventory Guide (above) and on a consolidated style Extended Inventory Report (below).

DIST	UOM	ITEM	DESCRIPTION	QTY
DIS	CS	123123	NON-WEB DISTRIBUTOR ITEM	9.200
	CS	670124	80/450 ANGEL SOFT 2PLY BATH TISSUE	3.500
	CS	986064	250/1GAL 10.5 X11 ZIPLOC BAGS	2.000
TOTAL:				14.700

Tech Corner: Blogs

These days it seems that everyone is talking about blogs. What exactly is a blog? What are the pros and cons of blogging? Let me try to explain: Blog is short for “web log,” which is a journal of thoughts and observations posted and hosted by a person, also known as a blogger or blog keeper. Visitors to the blog may also post messages. The content ranges from text to images to multimedia files. Many blogs are updated on a daily or weekly basis.



Blogs can be about any topic and, of course, there are even blogs about food. Actually, if you type “food” and “blog” into Google, you get millions of results. Most blogs are free, therefore some blog sites have begun to look into advertising revenue to help support the cost of supporting a well-visited blog; however, most blogs are created for other reasons than making money.

As a business hosting a blog, you must make sure to monitor your blog, and remove any questionable content, such as negative comments about a competitor or an individual, your company’s trade secrets, or large parts of another person’s copyrighted material, such as from a book. With careful supervision, your company blog will have a positive impact on your customers. In addition to personal and social benefits among your bloggers, a number of posts relating to your organization can improve your search engine ranking and help build customer relationships, which ordinary marketing alone will not accomplish.

Did you know eFoodUSA-powered websites already have a built-in “blog” section called the Forum? You can manage the postings from your Maintenance section when you need to remove unwanted postings, and start taking full advantage of this popular feature today! Please contact us at 847-888-3202 for more information about the Forum!

New Version Pre-Release —Sales History Date Range!

As you know we are busily working on a new version of our eFoodUSA-powered website. We have decided to give you a sneak-peak at one of our new version features! We just couldn’t wait, and want to offer this new feature early so it can be integrated into your existing eFoodUSA-powered website!

This new feature allows the date range of your customer’s available or stored sales history to be displayed not only after successful sign-on, but also on the reporting criteria selection page for each account. Not all customers have a completed 13-month history uploaded and available for reporting purposes, therefore it is helpful for your customers to be aware of exactly which dates their individual sales history covers. Your chain accounts may notice that we already provide this

date range display in our National Reporting system for each distributor.

Another part of this feature includes a pop-up notice in the Reports section displayed when an operator tries to run a report outside of their date range. The notice will give the operator an option to either click ‘OK’ and continue with the report, or to click ‘Cancel’ and be able to change the dates before continuing.

Customer Snapshot		
A/P Balance	Last Order Placed On	Last Order \$ Amount
\$445.99	13-May-2005	\$60.33
Sales history available for dates: 03/29/2004 to 06/02/2005		

The Sales History date range will be available under the Customer Snapshot after a successful account login.

Please let us know if you would like us to add this feature to your existing eFoodUSA-powered website **free** of charge by contacting Heather at 847-888-3202 ext. 202 or at heatherh@efoodusa.com. We will **not** be adding this feature to your existing eFoodUSA-powered website unless we hear from you.

From the President’s Desk By: Jim Whetstone

Well, it certainly has been a busy time for all of us here at eFoodUSA. Likewise, I hope it has been a productive time of year for all of you. My column and newsletter is being re-done in light of the recent happenings affecting our Brainstorming Reception that we were hosting in advance of NRA show this year, which was subsequently canceled by the NRA. It was extremely disappointing to us, as we were

looking forward to meeting and talking to all of you that were planning to attend. As I hope you are all aware, we are trying to make the best of the situation and are currently offering our “No-Show” Brainstorming Reception!

We are hosting the Brainstorming portion of the reception

(Continued on page 4)



107 East Highland Avenue
Elgin, IL 60120

Phone: 847-888-3202

Fax: 847-888-3292

E-mail: info@efoodusa.com

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From the President's Desk

By: **Jim Whetstone**

(...continued from page 3)

online, via e-mail and fax. The bonus of conducting it this way is that everyone can participate! If your schedule did not allow you to attend in person, now you can take part electronically. Everyone should have received their survey form, which we had planned to hand out, by the time you read this. If not, or if you prefer, the form is also on our corporate website in the Client Resources section. On the survey form, we have ideas that were submitted in our initial request for ideas, and we would like to gauge people's enthusiasm for them. Maybe, more importantly is the section for your newer ideas. We want those ideas! As we were planning at the physical reception, we will still be drawing raffle prizes for participants. Every RSVP, survey form and new idea form will be entered automatically. We even added more prizes because we know there will be more participation. We are also extending the deadline for submissions to 6/17/05 to accommodate the changes to this newsletter precipitated by the cancellation.

Now back to my originally scheduled column, although re-written and extremely condensed for obvious reasons. We are coming to the close of the period that we are actively

soliciting ideas for the new version, and it is very important

**"If you want to help
shape the product you
use, now is the time to
speak-up."**

to have your input. If you want to help shape the product you use, now is the time to speak-up. With the new underlying language change, we anticipate being able to provide more functionality to your sites. We certainly have our ideas,

plans for parts you will never see, but we really want to enhance the sites with the features you are looking for. Our history shows, we have always tried to incorporate your ideas and add components whenever we possibly could. We will continue to do so, but right now is a unique "special time". Please note elsewhere in this newsletter the "pre-release" of a feature-set from the new version that we just could not wait to offer you. It's a matter of enhancing what is already there and initial operator reaction has been overwhelming. Thanks to all who have submitted and will submit ideas. Good luck in the upcoming raffle drawings!