

Foodservice Distributors Are Focus Of Strategic Customer Research



CAMPBELL SURVEYS is conducting the first in a series of studies designed to provide timely and strategic information to regional and national foodservice distributors across the industry.

Sponsored by *Nation's Restaurant News*, this study is a national survey of foodservice operators to identify what is important to them in their relationships with distributors in the new economy. It will also establish their opinions on how foodservice distributors perform on factors perceived as critical to operators' business.

Foodservice distributor marketing executives have practical experience and anecdotal information about customers, and many have conducted their own surveys. The advantage of this study is its comprehensive reach. Surveying a national audience will result in quantitative data on what is most important to restaurant operators across the country. These findings, along with data on how and what customers buy, will help distributors make actionable business decisions that will save money, manage risk, optimize their brand and take advantage of business-building opportunities.

The extensive online survey of foodservice operators will remain in the field through January, with analysis and findings published in February. Survey respondents will be given opportunities to share their opinions and experiences in several open-response questions in addition to the more data-driven "click" questions.

More specifically, foodservice distribution companies will be able to learn from their customers about their experiences and relationships, in a national, unbiased, "blind" study. Topics will include:

- What are the most important factors in selecting a distributor?
- What are operators looking for from their distributor to help them succeed in their business in the new economy?
- How do operators rate the performance of their primary distributor across 14 areas?
- What is the share of operators' spending across broadline, specialty, discount warehouse and GPOs?
- What do operators really want from their distributor sales rep?
- How does the operator experience with distributors differ by restaurant revenue, food service category, and location?

The survey instrument for the current research project is at <http://campbellsurveys.com/distributor2011>. Full price of the new survey report upon publication will be \$9,900. Discounts are provided to customers ordering in advance.

To order the upcoming survey report or get more information on this research project, contact:

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Campbell Surveys (www.campbellsurveys.com) is a leader in distribution channel research. The firm conducts syndicated surveys in a variety of vertical markets. *Nation's Restaurant News* (www.nrn.com) is the nation's No. 1 publication serving the foodservice industry. Campbell research results have given its clients the data they needed to roll out targeted marketing communications, focus on high-return segments of their business, and solve operational issues that enabled them to attract new customers.