

Cassidy Foodservice Newsletter

Kevin Cassidy, Writer

Letter From the Editor

In the midst of the pandemic, foodservice businesses have sought new ways to innovate their product offerings through food brokers. For example, the major distributors U.S. Foods and Sysco have concentrated more of their efforts on supplying grocery stores. Some companies have started packaging their individual ingredients, including sauces, and selling them.

While COVID-19 has caused a significant amount of jobs to be lost and hurt foodservice employment numbers, there are still great opportunities for organizations that have chosen to adapt to the changes in the CDC's health guidelines. That's where the expertise of grocery brokers, or those with other areas of knowledge besides restaurants, can be beneficial.



Six Tips For Working With a Food Broker

Sometimes food manufacturers or producers implementing their own sales and marketing teams would be impractical because of the costs or resources involved. Food brokerage services play a unique role in the industry, which is conducting sales and marketing for these companies or "principals." A broker's territories can encompass different areas of states or even regions.

Many people outside of the industry are confused by what food brokers do. Therefore, let's examine these businesses in more depth and explore six tips for working with these fascinating organizations! We will cover when you need a food broker, what type of brokerage you should choose, where you can

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Employee of the Month

This month we recognize Kevin Cassidy as the Employee of the Month. He developed fantastic copy for our company, such as cold and warm email campaigns.

Mr. Cassidy had been a freelance writer for five years before starting at Cassidy Foods. His online content published consists of blog posts pertaining to foodservice, toys, and outdoor activity products. Kevin has received many five-star reviews for his superb executive resumes.

In addition, Mr. Cassidy's foodservice experience includes working for McDonald's and as a contract employee at Portillo's Restaurant Group in its catering call center.

find one, and how to assess its representatives. It is also important to determine the volume of products your organization can sell and establish your price range for sales and marketing services.

Tip # 1 Do You Need a Food Broker?

As aforementioned, it may be unsuitable for a food manufacturer or producer to have its own sales and marketing department due to the costs involved or its lack of resources. You also may want to hire food brokerages for their sales and marketing knowledge. Should you outsource your business's department? Only your organization's leadership will know if this is the best decision to make.

Tip # 2 How to Choose a Food Broker

Specialty food brokers typically specialize in certain categories or market segments. Their concentration areas are based on their industry history and relationships. These market segments are retail (brick and mortar grocers, cash and carries, and online retail sales); industrial (manufacturer-to-manufacturer sales); and foodservice.

These organizations are part of the foodservice segment:

- Restaurants
- Schools (K-12)
- Colleges and universities
- Hospitals (acute and long-term patient care facilities)
- Travel and entertainment (hotels, airports, banquet halls, casinos, etc.)
- Defense (e.g., military service departments, prisons, and research and development laboratories)
- Prepared meal production facilities
- Retail c-stores (Walgreens, 7/11 shops, vending machines, etc.)

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