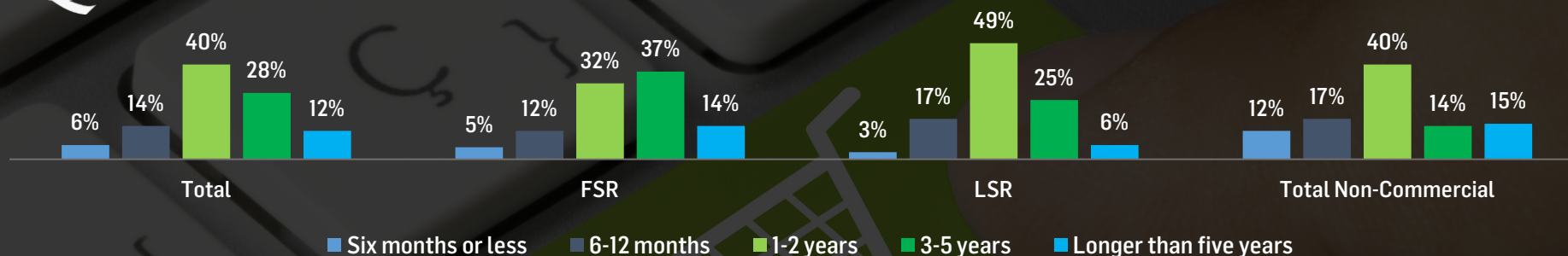


# E-COMMERCE

## IN THE FOODSERVICE SUPPLY CHAIN

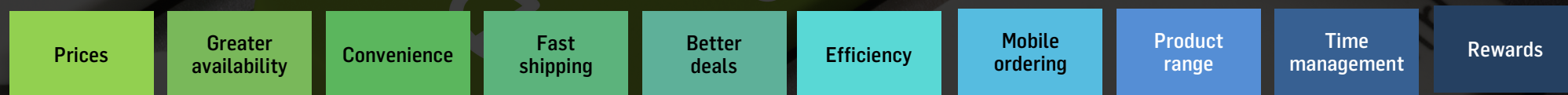
While consumers are ordering retail food and merchandise online in increasing numbers, it pales in comparison to the foodservice outlets – such as restaurant, hotel, and various operators – that have historically ordered a number of key categories online for more than a decade. This group is coveted and educated on online ordering. To stay competitive, suppliers must have a proactive strategy for attracting and retaining this key customer base.

**Q. How long has your operation been using an e-commerce company to purchase foodservice products?**



**Q. Why did your operation decide to start using online purchasing?**

### TOP 10 RESPONSES



### FSIP'S TAKE



Online purchasing for foodservice products is not new; many operators have been engaged in the practice for multiple years. FSIP research shows that 41% of total operators indicate using online purchasing for foodservice items. The percentage is slightly higher for commercial operators (44%). Full-service, fast-casual and college/university operators tend to use online purchasing more extensively. Due to the many reasons listed here, FSIP expects online foodservice purchasing to only continue this impressive growth trajectory.

Source: Foodservice IP Refining Your E-Commerce Strategy