



Understanding Foodservice Redistribution: A Guide for Manufacturers and Distributors

Dave DeWalt

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Understanding Foodservice Redistribution was written to help food manufacturers come to grips with a sometimes complex topic. Part 1, "Understanding the Basics," provides a comprehensive overview of redistribution from the perspective of manufacturers, distributors, and redistributors. By presenting the case for redistribution, then prescribing a detailed methodology for determining its cost avoidance potential and marketing value, this book helps the reader to fully understand the economics of a redistribution program. In Part 2, "Advanced Issues in Redistribution," we go beyond the numbers to discuss the benefits, opportunities and risks associated with committing to redistribution. We examine the challenges of managing both the customer mix and the product mix, and provide a thorough analysis of the issues around private-label and deviated-price products that flow through redistributors. Having established this context, we provide closing thoughts about "Getting the Most from Your Redistribution Program." Understanding Foodservice Redistribution will help ensure a common comprehension among the Sales, Marketing, Finance, and Supply Chain people in your organization. Armed with this clear understanding, you will be prepared to get the results you want from your redistribution program.

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