



NAFEM

North American Association of
Food Equipment Manufacturers

Foodservice Market Research Sources

November 2000

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INTRODUCTION

The North American Association of Food Equipment Manufacturers (NAFEM) has prepared this publication to assist individuals interested in the Foodservice Equipment and Supplies industry. We hope that the resources we have compiled within these pages will assist you as you look for information on our industry and our affiliated industries.

While we make every effort to ensure that the information contained within this publication is accurate, we cannot guarantee that publications are still available, or that prices and other information referenced herein, has not changed.

Because information changes so quickly and because new resources are always becoming available, we welcome your comments, corrections and additions to this publication. Please forward your comments to:

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Food Management

Penton Media, Inc.
Foodservice Group
1300 East 9th Street
Cleveland, OH 44114
(216) 696-7000

Catering Survey

A study which asked readers (commercial and noncommercial, respectively) about their plans, strategies and product picks for catering. Areas examined include use of laborsaving, prepared food items; products, equipment and servingware used; who the customers are; percentage of overall food/beverage purchases that catering represents; daypart/meals served in their catering operation, and how manufacturers can help. (November 1996)

MenuTrak IV

Restaurant Hospitality and Food Management (commercial and noncommercial, respectively) surveyed readers about their current and planned usage of various menu items and purchase forms to assess the current market and see where the market for products is headed. MenuTrak IV can help plot future sales by a variety of demographics and help direct your marketing efforts. (October 1997)

Food Management's Top 50 Contractors

Food Management's annual Top 50 Contractor listing, ranked by managed dollar volume, provides information on the leading contractors such as: city/state, web site address, managed volume, number of contracts, major segments served, and an annual overview.

Food Management's Segment Reports

These segment reports provide an overview of four segments: Healthcare, Schools, Colleges/Universities and Business & Industry. Includes trends, key players, customers, etc.

Are You Well Equipped?

A study assessing the use of various types of equipment used in noncommercial foodservice operations based on a fax survey in an issue of Food Management magazine. Topics covered include current usage of each piece of equipment, when the equipment was last purchased, if the last piece of equipment purchased was new or used and why respondents purchased specific pieces of equipment. Respondents were also asked to identify what type of equipment they would design for the operation if they could. (March 1995)

FoodService Director

Bill Communications, Inc.

770 Broadway

New York, NY 10003

+1.646.654.7401

www.FoodserviceToday.com

Non-Commercial Monitors:

The RBI Foodservice Research Center's non-commercial market monitor series provides incidence of use, brand penetration and purchase form data. The series includes: Breakfast, Center-of-the-Plate, Cleaning & Sanitation, Cold Beverage, Condiment, Dessert, Equipment/Computer, Hot Beverage, Side-of-the-Plate, and Tabletop Supplies.

Branding Reports:

Annual Retail Branding concepts and penetration of the non-commercial markets.
(Published throughout the year)

Vending Report:

Annual vending operations and penetration study of the non-commercial market.
(Published in July)

Compensation Census:

Annual compensation and operating trends report. (Published in December).

Market Reports:

Special market reports covering the hospital, college, schools, nursing homes, prisons, contractors and B&I segments. Reports include purchasing and meal count data on top 150 volume operators in each segment. Productivity report in September compares labor, revenue and transaction-counts by market segments.

Business Builder Reports:

New "opportunity" revenue operations for non-commercial foodservice take-out/take home in May; catering in August; c-store retailing in-house in November. Based on proprietary research across all market segments (4,000 operators).

Foodservice Equipment Reports

Gill Ashton Publishing
500 Davis St., Suite 1008
Evanston, IL 60201
+1.800.986.9616
+1.847.332.1647
www.fermag.com

Foodservice Equipment Reports provides a product-oriented format centered on fair and balanced evaluations of foodservice equipment and supplies. The magazine also covers the distribution and specifications channels in depth.

Annual Buyers Guide

A comprehensive print or Internet-based buyers guide that reaches a worldwide circulation of 43,000. The database contains more than 5,300 suppliers in more than 720 categories of foodservice equipment, supplies and related products around the world.

Services Guide On-Line

A fully searchable database of service suppliers to the foodservice industry. Available at www.fermag.com.

Foodservice Equipment & Supplies Specialist Magazine

Cahners Publishing
Leona Dourlet, Research Dept.
Email: ldourlet@cahners.com
1350 East Touhy Avenue
+1.847.390.2380
www.fesmag.com

Industry Forecast

Annually appearing in the January issue. Market forecast for equipment and supply sales.

Brand Specifying & Stocking Study

Annual study tracking dealer recommendations of specific brands of foodservice equipment and supplies in approximately 84 categories. Also includes information on brands stocked and the call frequency of manufacturers' reps to dealers. Conducted since 1982. Available free to clients; charge to others.

Brand Recommending/Specifying Study

Annual study tracking brands of foodservice equipment and supplies recommended/specified by consultants and multi-unit chain headquarters. Covers 84 product categories. Also includes information on the call frequency of manufacturers' reps. Available free to clients; charge to others.

Distribution Giants

Annual ranking of the 100 largest dealers and distributors of food equipment and supplies. Includes regional analysis, and product and service breakdowns.

Top E & S Specifiers

Annual ranking of the top 50 specifying consultants and top 50 specifying chains.

Global Foodservice

Keller International Publishing
150 Great Neck Road
Great Neck, NY 11021
+1.516.829.9210
www.globalfoodservice.com

Foodservice Yearbook International (FYI)

Global sourcebook for foodservice professionals. Comprehensive buyers guide of equipment, food, beverages, tabletop, supplies and furniture. Two year calendar of events. International restaurant chain directory. Consultants & designers guide. Export representatives guide. Worldwide associations, country data and more.

Global Foodservice Magazine (Formerly EXPO)

Targeted reach to over 20,000 high- and mid-volume foodservice operators, consultants and distributors worldwide. In-depth editorial features contain market reports, statistics, ideas, trends, top executive interviews, profiles of leading companies, case histories, new products and events from around the foodservice world. Demands readership by reporting on innovative products, people, ideas and trends that drive this dynamic market.

Global Foodservice en Español and F.Y.I. Anual de las Gastronomía

Spanish language regional counterparts to both of the above-mentioned publications. Specifically targets 11,088 buying professionals in Mexico, Central and South America.

www.globalfoodservice.com

Website featuring a complete online Worldwide Buyers' Guide. Weekly News, Events Calendar, Article Archive and Hot Link Highway are some of the driving forces behind an average of nearly 140,000 hits per month.

Institutional Distribution (ID)

Bill Communications, Inc.

355 Park Avenue South

New York, NY 10010

+1.646.654.4500

www.FoodserviceToday.com

State of The Industry

ID's annual survey of the state of foodservice distribution, including the outlook for the upcoming year from key industry leaders. (Published in January)

The ID Top 50 And The Special Breed

Report on the Top 50 largest broadline distributors and the major specialized distribution companies. (Published in March)

ID DSR Survey

ID's biannual look at where DSRs have been and where they are going. (Published in December)

Industry Leader Survey Results

Key findings of ID's annual poll of distributor executives and sales reps on suppliers they feel offer the best programs. (Published in October)

The Operator Issue and Operator Survey

Special report on the latest operator trends based on ID's operator survey. (May issue)

Distributor/Manufacturer Relations Studies:

Distributor Survey

Survey conducted among IFDA members. Includes advice from 35 key distributor executives on how suppliers can establish effective distributor relationships. Learn what these executives consider their most bothersome problems when working with suppliers, plus much more.

Supplier Survey

Survey conducted among IFMA members. Includes advice from 93 key supplier executives on how distributors can establish effective supplier relationships. Learn what these executives consider their most bothersome problems when working with distributors, plus much more.

Handbook of Foodservice Distribution

ID's Handbook is the industry's comprehensive directory of foodservice distributors. More than 6,000 distribution locations are listed--showing their addresses, telephone and fax numbers, product lines, marketing area, number of customers, sales volumes, sales personnel, key executives, trade shows, number of tracks, and marketing/buying group affiliates.

Industry Compensation Survey

(Published in February)

Technology Survey

(Published in June)

Restaurant Business

Bill Communications, Inc.

355 Park Avenue South

New York, NY 10010

+1.646.654.4500

www.FoodServiceToday.com

Commercial Market Monitors:

The RBI Foodservice Research Center's commercial market monitor series provides incidence of use, brand penetration and purchase form data. The series includes: Beverage Alcohol, Breakfast/Brunch, Center-of-the-Plate, Cleaning & Sanitation, Cold Beverage, Condiment, Dessert, Equipment, Fresh Produce, Hot Beverage, Side-of-the-Plate, and Tabletop Supplies.

Restaurant Growth Index:

Annual look at trends and sales performance in the major foodservice market segments. Also includes sales and demographic profile of the nation's 320 MSA's and 209 ADI's. (Published in October)

Top 50 Growth Chains:

Annual report highlighting the fastest growing chains. (Published in July)

What They Make - CEO Compensation:

Annual survey of compensation among the top foodservice executives. (Published in August)

Top 50 U.S. Chains Abroad

Annual report highlighting U.S. chains abroad. (Published in November)

Top 50 Franchise Chains

Annual report highlighting top 50 franchise chains. (Published in December)

Menu Trends

Report on top chains' newest and hottest items. (Published in September)

Restaurants and Institutions Magazine

Cahners Business Information
Leona Dourlet, Research Dept.
Email: ldourlet@cahners.com
1350 East Touhy Avenue
Des Plaines, IL 60017
+1.847.390.2111
www.rimag.com

The Annual Foodservice Industry Forecast

Annually appearing in the January 1 issue. An operator forecast of market trends for 16 foodservice segments, from quick service to full, c-stores to corrections.

The Top 400 Restaurant Chains

A R&I exclusive showing the ranking of the top restaurant chains. Annually appearing in the July 15 issue. The issues center on financial data; sales and unit counts of the top 400 chains and the latest menu moves and marketing endeavors of the industry's largest players.

Menu Census

Biennial study among foodservice operators to determine the penetration of various menu items. The study reports what percent of operators in commercial and noncommercial segments menu various food and beverage products in the operation, what items they have added to their menu in the past year, and items they consider "good sellers". The study covers twenty-one product categories and over five-hundred menu items. Available free to magazine clients; charge to others.

Top 100 Independent Restaurants

An annual ranking of independent restaurants by total food and beverage sales.
(Published in April)

Tastes of America

Biennial study of consumers' ordering habits of food and beverages when eating away from home. This national consumer survey analyzes household's eating out habits, tastes, and attitudes. Available free to magazine clients; charge to others.

Choice in Chains

Annual study of consumers' patronage and attitudes towards the top foodservice chains. Over 100 chains are rated by consumers in the March 1 issue. Available free to magazine clients; charge to others.

Top 75 MCOs

A new annual ranking as of 2000, this covers companies that operate multiple independent, non-chain (less than 7) restaurants concepts. This is available free to clients, a charge applies to others.

Restaurant Hospitality

Penton Media, Inc.
Foodservice Group
1300 East 9th Street
Cleveland, OH 44114
+1.216.696.7000

Catering Survey

A study which asked readers (commercial and noncommercial, respectively) about their plans, strategies and product picks for catering. Areas examined include use of laborsaving, prepared food items; products, equipment and servingware used; who the customers are; percentage of overall food/beverage purchases that catering represents; daypart/meals served in their catering operation, and how manufacturers can help. (November 1996)

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Top 25 Growth Chains

Restaurant Hospitality looks at emerging growth chains that have not quite made their way to the top, but soon will on the strength of their well-run and positioned concept.

Cleanliness Survey

A study reflecting commercial operators' usage of and attitudes toward various sanitation and maintenance products and services. Areas examined include products used, forms of purchase and brand used. (August 1995)

Countertop Equipment Survey

A survey of commercial foodservice operators to determine the use, brand awareness and brand preference of specific pieces of countertop equipment. (May 1997)

Bakery Survey

A study of commercial foodservice operators to identify the products and brands their customers are using and to pinpoint some of the reasons they buy the way they do. Areas examined include current use, form of purchase and manufacturer/brand most often used of bakery products; whether they prepare, from scratch or mix, on premise; type of low fat, fat free and/or reduced fat bakery products they purchase; and any new product forms, products, etc. would like to see from bakery manufacturers. (November 1995)

THOMAS FOOD INDUSTRY REGISTER

Five Penn Plaza
New York, NY 10001
+1.800.305.TFIR
www.tfir.com

Thomas Food Industry Register

Published annually since 1898, *Thomas Food Industry Register* (TFIR) is the industry's most comprehensive buying guide, available in print, on CD-ROM and on-line at www.tfir.com. TFIR is the flagship publication of Thomas Publishing Company.

TFIR's Buying Guide

Exclusive to the food industry, buyers rely on TFIR to locate virtually any type of food product, ingredient, equipment or supply in the United States and Canada. With more than 22,000 manufacturers and 5,800 products to choose from, buyers have a wide range of choice searching by company, product or brandname. This buying guide is available free to qualified food industry specifiers and buyers in a single hardcover volume, CD-ROM and on-line

TFIR's Marketing Guide

TFIR's Marketing Guide is a new CD-ROM product designed exclusively for food industry sales and marketing professionals. Like TFIR's *Buying Guide*, it has information on every known manufacturer in the industry. It also includes distributors, brokers, importers, exporters, trade associations and more. *The Marketing Guide* is an invaluable sales/marketing tool because the user can search and sort information in a variety of ways and create mailing labels and telemarketing or prospecting lists.

TFIR.com

Now, buyers and specifiers can enjoy sourcing on-line at www.tfir.com. In addition to the 22,000 manufacturers, they can consult over 500 industry trade associations, 250+ industry trade shows, government agencies and trade boards around the world.

FoodTRENDS on Purchasing: A study of Food Industry Buyers and Specifiers

Thomas Food Industry Register and *American Express Establishment Services Company* joined resources in 1999 to co-sponsor the *FoodTRENDS on Purchasing* survey. The purpose of the study was to determine purchasing trends among food industry buyers and specifiers, especially regarding their use of electronic media and credit/charge cards. The survey findings are available online at www.tfir.com or in booklet form.

Sales Lead Management Made Easy

This complementary 16-page booklet covers the gamut of how companies can effectively handle leads. Current research statistics on lead follow-up and management are included. Advertising offerings range from print to CD-ROM to Internet and e-commerce and are available by calling +1.212.290.7329.

II. GOVERNMENT

U.S. Department of Commerce, International Trade Administration

TD/BI/OEIM, Room 4027
Washington, D.C. 20230
+1.800.USA.Trade (+1.800.872.8723)
<http://www.ita.doc.gov>

This government organization exists to help U.S. businesses become a part of the growing global marketplace. ITA provides practical information that aids in placing your product in their appropriate markets. Both the ITA web site and toll free number proves to be very helpful. The web site guides you through many aspects of the export process as well as provides access to a variety of publications and statistics relevant to expanding your business internationally.

Export Assistance Center

Offers you export counseling and, working with the Small Business Administration and Export-Import Bank, access to trade finance.

Trade Development Unit

Focuses on advocacy for U.S. companies, export promotion services, support for trade negotiations, and market analysis.

President's Export Council

Industry-specific expertise that is incorporated into U.S. trade policy.

Advocacy Center

Fights to help you win overseas projects – from multibillion-dollar infrastructure initiatives to small strategic contracts.

Market Access and Compliance

Ensures that other nations live up to their trade agreements.

Trade Compliance Center

Staff monitors, investigates and evaluates foreign compliance with more than 200 recent trade agreements.

Import Administration

Responsible for defending American companies against from foreign competitors dumping their products at below-market prices.

Commercial Service

Offers you the market information, trade leads, overseas business contacts, and top-flight promotional opportunities you need to succeed.

U.S. Department of Agriculture

National Economics Division
Economics Research Services
301 New York Avenue
Washington, D.C. 20005
+1.202.694.5050

The USDA has oversight responsibility for several federal programs that affect our industry directly, such as Food Safety, National School Lunch/Breakfast program, and the Center for Nutrition Policy and Promotion. They do a lot of research that may be of interest. Past research publications have included:

Dining Out: Separate Eating Places Keep Customers Happy, Suppliers Busy

Tabulation of data from 1979 study by commercial market segments. Agricultural Bulletin #459. Available from U.S. Printing Office for \$6.50.

Foodservice Industry: Structure, Organization and Use of Food Equipment and Supply

Further tabulation of data from 1979 study by institutional and commercial market segments. Statistical Bulletin #690. Available from U.S. Printing Office for \$6.50.

National Food Review

Quarterly publication offering pertinent articles on the foodservice equipment industry. "American Eating Places" Issue #21; "Changes Ahead for Food Away from Home" Issue #26. Contact Rosanne Morrison, Economics Editor (202) 219-0858.

Definition of Foodservice Industry and Methodology of Estimating Selected Statistics

Economic staff report on standardization of industry terminology, and means by which to compare various sources of industry statistics. Intended to serve as base for annual updating of industry trends and organization. Analysis on data from 1977 to 1983. Published November 1984.

The Food Marketing Review

An annual report which breaks out sales through the food service sector. Describes recent developments in the food marketing industry including food processing, food wholesaling, food retailing and food service. Available from Economics Research Service-National Agriculture Statistics Service (ERS-NASS), 1-800-999-6779. (April 1994)

III. TRADE ORGANIZATIONS

Foodservice Consultants Society International (FCSI)

304 W. Liberty Street
Suite 201
Louisville, KY 40202
+1.502.583.3783
www.fcsi.org

FCSI represents consultants to the foodservice industry. Specialists, such as practitioners in layout and design, planning, research, training, technology, operations and management are included among their membership. FCSI is the only such consulting society in the world, with over 1000 members in more than 35 countries worldwide.

The Consultant

Published quarterly, The Consultant is the official professional journal of FCSI. Each issue contains practical information and member written articles pertinent to foodservice consulting. Regular features include: Industry News; People and Events; Spec Sheet Newsletter; International Market Perspectives, and Product News.

Recommended Guideline for Foodservice Equipment Catalog Specifications Sheets

Foodservice Equipment Distributors Association (FEDA)

223 W. Jackson Blvd.
Suite 620
Chicago, Illinois 60606
+1.312.427-9605
www.feda.com

Founded in 1933, the Foodservice Equipment Distributors Association (FEDA) is the nationally recognized association for foodservice equipment and supplies dealers. Approximately 300 firms are members from across the United States. They represent a majority of the giants in the industry as well as many small and medium-size dealerships.

Gas Appliance Manufacturers (GAMA)

1901 North Moore St.

Arlington, VA 22209

+1.703.525.7060

www.GAMANET.org

The Gas Appliance Manufacturers Association (GAMA) represents manufacturers of appliances, components and products used in connection with space heating, water heating and commercial food service. In addition to gas-fired appliances, GAMA's scope includes certain oil-fired and electrical appliances. GAMA serves as the industry spokesman before legislative and regulatory bodies of government; a catalyst for member political awareness; a force for product improvement; a source of market statistics; a coordinator of generic advertising, promotion and industry publicity; and a contact with consumers.

Directory of Direct Heating Equipment

Directory of Vent-Free Gas Products

Statistical Highlights and Statistical Highlights Ten Year Summary

Quarterly Sales Volume Survey

Quarterly compilation of manufacturers' shipment reports, both in units and dollars. Participation by non-members is on a determined fee basis. Report has been issued since 1975.

International Foodservice Manufacturers Association (IFMA)

Two Prudential Plaza
180 North Stetson Avenue
Chicago, IL 60601
+1.312.540.4400
www.ifmaworld.com

Foodservice Sales & Marketing Compensation Survey 2000, 6th Edition

Addresses methods and levels of compensation, including salaries, benefits and "perks" to help manufacturing companies remain competitive in attracting and keeping top-notch personnel. Keys on 13 different sales and marketing positions defined on the basis of job description.

Foodservice Forecast & Outlook Seminar Proceedings

Published proceedings of IFMA's annual Forecast & Outlook Seminar, presented by Technomic, Inc. Provides detailed, vital information to generate on-target strategic planning. Includes Data Digest section, which features segment definitions, demographics, charts, comparisons, industry sales rankings and analyses. September, 2000.

Canadian Chain Operator's Directory (1999)

This information-packed directory provides a comprehensive guide to the chain operations that make up the Canadian foodservice industry. Prepared by Kostuch Publications Ltd., the report spans quick, full, institutional, lodging and retail foodservice. Profiles include company address, phone, fax, web, type of operation, revenue data and more.

Recreation Foodservice – Status and Outlook (1999)

In 1998, there were more than 34,000 recreational outlets that had foodservice, with combined food and non-alcohol beverage purchases of over \$4.2 billion. Now, IFMA is providing a comprehensive reference guide (prepared by Technomic, Inc.) that will help you target recreation sectors that best fit your products.

Convenient Meal Solutions/Home Meal Replacement: Status and Outlook (1998)

This report defines the CMS/HMR markets and discusses suppliers, consumer trends, takeout segment data and market situation venues. Prepared by Technomic, Inc., the book explores the who, what, when and where of consumer purchases in this segment.

EFR: Enabling Profitable Growth in the Food-Prepared-Away-From-Home Industries

Publication focusing on Efficient Response (EFR) initiative including executive summary, growth potential, in-depth look at the five EFR strategies (equitable alliances, supply-chain demand forecasting, electronic commerce, logistics optimization and foodservice category management), four-step process and suggested industry action steps. April, 1997.

Global Foodservice: Targets of Opportunity

Comprehensive guide to 27 opportunity markets in Europe, Pacific Rim, North America and South America. Country profiles target trends and opportunities in a variety of segments and include such information as country statistics, estimated foodservice sales, government resources, distribution problems and considerations, business protocol and cultural considerations, current opportunities and the overall trade environment. Also included are mini profiles on 100+ additional countries and an in-depth global marketing overview. December, 1996.

Foodservice Export Guide

Publication that maps out steps necessary to create an effective export business plan. Under discussion are pricing, quotations and sales terms, payment options, documentation, shipping and logistics, establishing relationships, selling internationally, customs benefits, U.S. government help, financing export transactions, other resources, harmonized schedules, export glossary. (December, 1996).

Top 1,000 Catering Specifiers - 8th Edition

Publication prepared by London-based Marketpower Ltd. That helps U.S. suppliers do business in the United Kingdom. Book includes listings of 2,000 key contacts and buyers in more than 400 major companies. Segments covered are head office/purchasing, hotels, restaurants, pubs, fast food and popular catering, travel, leisure and corporate catering. Job titles covered include chairman/CEO, operations, marketing, purchasing. Profiles contain company name, parent company, address, phone, fax, segment designation, key contact names and titles, number of outlets and location details and purchasing policy. (November, 1996).

Catering Industry Population File - 7th Edition

Prepared by Marketpower Ltd., this publication provides a complete picture of United Kingdom foodservice in 1996 along with important information to help in targeting the U.K. market. Contents include overview of the U.K. foodservice industry, analysis of 11 individual segments, in-depth analysis of 12 regions in England plus Wales, Scotland and Northern Ireland, vital statistics and information resources. (Spring, 1997).

North American Association of Food Equipment Manufacturers (NAFEM)

161 N. Clark Street, Suite 2020

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Tel: +1.312.821.0201

Fax: +1.312.821.0202

www.nafem.org

Equipment and Supply Study: 1989

Census-type study of inventory and purchase levels of 200 plus foodservice equipment and supply items among commercial separate eating and drinking establishments. Extensive demographics. Results available by seven equipment categories: Food Storage Equipment, Food Preparation Equipment, Cooking & Reconstituting Equipment, Sanitation & Maintenance Equipment, Hold & Serving Equipment, Dining Room Service, and Kitchenware.

Executive Compensation Survey

Biennial study of manufacturers compensation figures for over 27 positions based on size of company, region, and product lines manufactured.

Financial Performance Survey

Contains 15 financial ratios based on size of company, region, and product lines manufactured.

Trends and Forecasting Seminar Proceedings

Approximately 400 pages of slides and summary data from the day-long seminar. Headings include market environment, manufacturing, conditions, segment outlook, eating out/menu trends, equipment outlook/forecasting, and forecasting workshop. Includes both domestic and international information. Conducted in September 2000. Published semi-annually. Cost: \$195/members, \$295/non-members.

Operational Performance Benchmarking Survey

Contains plant benchmarks, quality benchmarks, financial benchmarks, and efficiency benchmarks.

National Restaurant Association (NRA)

1200 17th Street, N.W.
Washington, D.C. 20036
+1.202.331.5900
www.restaurant.org

Restaurant Economic Trends

Published monthly with quarterly Regional Supplements. Highlights trends such as menu pricing, market fluctuation impacts on restaurant operations, food prices, wages, sales, and the overall health of the US economy.

Restaurants USA

Published ten times a year and includes news, trends and statistics, and industry innovations. Includes monthly features with timely, in-depth articles on the latest industry trends and issues and an annual forecast, published in the December issue.

Catalog of Publications

Catalog detailing all the publications available from the NRA. Includes a brief description of the publication, as well as information on the frequency of publications and prices.

IV. INTERNATIONAL

Federal Government Publications - U.S. Government Printing Office

Publications Superintendent of Documents
Washington, DC 20402

A Basic Guide To Exporting

A comprehensive manual covering international trade. Includes section on developing an export business plan. \$8.50

U.S. Industrial Outlook

Gives assessments and forecasts for U.S. industry. Department of Commerce \$24.00

U.S. Small Business Administration Publications

Office of International Trade, 8th Floor
409 Third Street SW
Washington, DC 20416
+1.202.205.6720
www.sba.gov

Breaking Into the Trade Game: A Small Business Guide to Exporting

An export primer for small business. Available at www.sba.gov.

Bankable Deals

Information about trade finance. Available through SBA district offices for free.

The Economist Intelligence Unit

215 Park Avenue South
New York, NY 10003

Investing, Licensing & Trading Conditions Abroad

A continuously updated guide to operating conditions in 60 countries. Provides concise interpretations of the laws, rules, and regulations for doing business in 60 major countries. Available as a global service or in regional editions. Global \$1,795

V. OTHER SOURCES

NPD Foodservice Information Group

NPDFoodworld
9399 West Higgins Road, Suite 300
Rosemont, IL 60018
+1.847.692.6700

NPD Foodworld is the source for essential marketing intelligence at the national and market level for operators and suppliers. Products include: CREST (Consumer Reports on Eating Share Trends), which tracks consumer purchases of prepared meals and snacks in commercial restaurants in the United States, Canada, United Kingdom and Germany; Sales Trac, providing market level chain sales and share trends in North America and Europe; ReCount, tracking unit counts for chain and independent restaurants by market and trade area across the U.S. and Canada; BrandMeasure, tracking manufacturer brand penetration at the outlet level; regarding consumer satisfaction of their restaurant experience; and IRMATRAC, which provides manufacturer shipment information for the foodservice industry.

Food Industry Futures

Ian Cuthill
P.O. Box 430
Fayetteville, NY 13066-0430
+1.315.682.7455

Newsletter on new developments in technology and economics for the food and foodservice industry. Published 24 times per year. Subscription \$150 - Domestic and Canada \$180 – Overseas and Latin America.

Multi-Sponsor Surveys, Inc.

136 Wall Street
Princeton, NJ 08540
+1.609.924.7772

The Gallup Restaurant Manager Report Series

Trend studies of managers of independent restaurants on restaurant service of: coffee, soup, condiments, pasta and seafood. Conducted via telephone, the surveys examine and trend all aspects of a product from meals/courses served to brand trial and satisfaction to purchase sources and ordering habits. Costs range from \$12,000 - \$15,000, depending on the specific survey topic.

The Gallup Study of the Current and Future market for Food and Snack Vending Machines

A syndicated market research trend study that offers the unique advantage of being able to compare food and snack vending issues from the perspective of two distinct groups – consumers and corporate food service managers. The study may be purchased in its entirety for \$18,000 or by respondent segment for amounts ranging from \$6,500 - \$15,500.

Technomic Inc.

300 South Riverside Plaza
Suite 1940 South
Chicago, IL 60606
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Technomic Foodservice Digest

A monthly 16-page newsletter that keeps foodservice executives aware of changes and trends by summarizing important articles published in some 100 publications ranging from daily newspapers and the *Wall Street Journal* to *Restaurant Business* and *Supermarket News*. Also includes "As I See It," a column written by Ron Paul that presents his unique insights on the forces and factors that shape the industry and easy-to-follow graphs showing current market data. Subscriptions \$195 annually.

Technomic Restaurant Information Service (RISE)

A self-contained report profiling over 250 of the largest restaurant chains in the U.S. Profiles average one page and include abstracted news that has been reported during the preceding 12-month period. Appendixes include a table of contents by menu classification and alphabetical listing of headquarters by state. Published four times a year; subscriptions \$900 per year.

America's Future Food Trends

An eight-page report that identifies and addresses the many food trends that are the beginnings of tomorrow's mainstream food habits. Published six times a year as well as periodic special reports. Subscription \$195 per year.

TECHNOMIC's Foodservice Planning Program

Designed to provide both quantitative and qualitative information on the numerous markets that comprise the foodservice industry. The syndicated research findings are presented in four planning program studies each year. Annual fee: \$12,000.

TECHNOMIC Top 100 Report

Tracks and ranks the top 100 restaurant companies and their chain concepts. Data includes annual sales volume, number of units and average sales per unit for each chain, real sales growth versus unit expansion, sales/share of franchisees as well as information on who's hot and who's not, units by type of operation and menu category, and much more. Published annually; \$395.00.

TECHNOMIC Second 100 Report

The first report of its kind to provide data relevant to smaller and regional chain operations that make up the next 100 largest restaurant companies. An ideal companion report to the TECHNOMIC Top 100, data includes annual sales volume, number of units and average sales per unit for each chain, real sales growth versus unit expansion, fastest growing chains ranked by unit expansion and sales volumes as well as information on who's hot and chains to watch. Published annually; \$395.00.

Annual Foodservice Forecast and Outlook Seminar

Annual estimates of the operator market are presented each September in three one-day seminars - locations include the East Coast, Midwest, and West Coast - for IFMA. Proceedings as well as seminar information is available through IFMA. The annual F&O report includes the "Data Digest" of foodservice segment time series since 1972.

ConcepTrac

A unique service offering continuous tracking of emerging restaurant chains through two vehicles. First, the Concept Summaries, sent four times each year, contain mini-profiles on over 100 concepts with details on menu positioning, geographical scope and company characteristics. The summaries are then supplemented by a 12-page monthly newsletter which includes in-depth profiles on several featured concepts, as well as abstracted news items on emerging concepts. These monthly profiles provide extensive menu positioning data, as well as insights into decor, atmosphere, service styles, cooking preparation methods, and unit economics. Together, the ConcepTrac program provides the necessary tools for tracking the cutting edge of chain restaurant development. Subscriptions \$395 annually.

Public Chain Restaurant Company Report

This report summarizes data taken from published annual reports and 10-K filings of roughly 100 major publicly-held chain restaurant companies. Data covers 23 financial and operational measures, organized into four major dimensions. Price: \$195; \$95 for additional copies.

Chain Restaurant Executive Compensation Report

This report compiles key compensation data taken from more than 80 current proxy statements and presents the data in several convenient formats. Price: \$195; \$95 for additional copies.

Developing Successful New Products for Foodservice Markets

A comprehensive handbook on new product development geared specifically to the foodservice industry. Practical, actionable, and industry-specific, it recognizes the complexities of the foodservice market and covers the critical success factors confronting new product managers. Whether it is the big picture or the small details, this guide offers hands-on advice for turning new products into hits, and hits into home runs. Price: \$495 per copy.

Conducting Strategic Planning: A How-To Guide for Foodservice Manufacturers

Providing a step-by-step methodology for formulating and implementing an effective strategic plan, this handbook is specifically tailored to the market realities and concerns of foodservice executives. It illustrates the most effective current practices in strategic planning, including analysis, plan implementation and evaluation. Also includes case studies which exemplify how foodservice manufacturers have dealt with key steps in the process. Price: \$495 per copy.