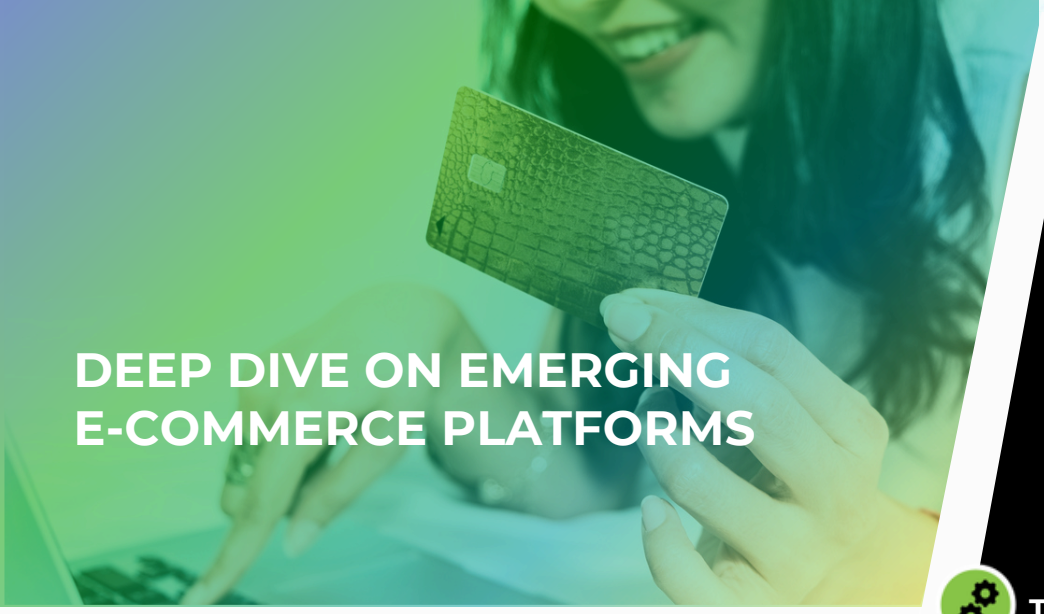

www.foodserviceIP.com

DEEP DIVE ON EMERGING E-COMMERCE PLATFORMS

OBJECTIVE

To assess how emerging digital distributor platforms (such as Cut+Dry and Pepper) are influencing the operator–distributor relationship, particularly among independent restaurants and small chains. This research will equip sponsors with insights on how these platforms impact distributor sales rep dynamics, operator purchasing behavior, and ultimately how manufacturers can best engage with operators in a changing landscape. It will also benchmark emerging third-party platforms (e.g., Cut+Dry, Pepper) against major broadliner e-commerce systems (e.g., Sysco, US Foods, GFS, Dot) to understand differences in user experience, adoption, and integration into the operator workflow.

STRATEGIC INVESTIGATION AREAS

- **Benchmarking Against Peers**
- **DSR Role Evolution**
- **Independent Operator Adoption**
- **Impact on Purchasing Behavior**
- **Manufacturer Access**
- **Trust and Relationships**
- **Competitive Dynamics**
- **Broadliner vs. 3P Comparison**
- **Future Outlook**

APPROACH

- **Existing data review:** thorough assessment of key industry information for deep contextual perspectives on market dynamics.
- **In-depth qualitative research:** FSIP surveys *200 operators*, *15 manufacturers*, *15 – 20 distributors*, and *multiple* digital platform companies.
- **Strategic analysis:** robust PowerPoint report with clear implications and next-step guidance, as well as *scorecards* with side-by-side evaluations of Cut+Dry, Pepper, and emerging players on reach, functionality, and ROI.

NEXT STEPS

To purchase FSIP's **Deep Dive on Emerging E-Commerce Platforms: CUT + DRY & Pepper** study, please complete the purchase agreement on the following page or contact:

TIM POWELL
Managing Principal
312.600.5131
tpowell@foodserviceip.com

GREG HOBBY
Director, Business Development
502.376.5426
ghobby@foodserviceip.com

TAILORED AUDIENCE BENEFITS

- **Operators**: Understand how digital ordering is changing purchasing behavior, distributor relationships, and brand visibility.
- **Distributors (Regional, Broadline, Specialty):** Learn how distributors are adopting digital tools, managing operator engagement, and coordinating with manufacturers.
- **Digital Platform Companies (Pepper, Cut+Dry, Choco, etc.):** Understand each platform's positioning, reach, and relationship with distributors, operators, and manufacturers.
- **Manufacturers:** Clarify how manufacturers can adapt to and capitalize on the digital transformation of foodservice distribution.

FSIP's RESEARCH ADVANTAGE

- In-depth analysis from experienced consultants exclusively focused on the food industry
- Value-priced intelligence that answers the "so what" and "what now"
- Truly strategic guidance tailored to your business needs

foodservice IP
Authentic strategic thinking.

PURCHASE AGREEMENT

Deep Dive on Emerging E-Commerce Platforms

YES, I'd like to purchase the study for $12,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to: Tim Powell at tpowell@foodserviceIP.com.

Thank you for your business!

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