VE VAN EERDEN
A FRESH APPROACH TO **FOODSERVICE**

Trade Show + Trackmax = Results

This UniPro distributor used the Meal Ticket Trade Show technology to streamline their traditional allowance negotiation process with vendors. The result: Improved experience for vendors and operators, *incremental case growth*, and ***they were able to*** <u>*TRIPLE*</u> ***their allowance earnings*** by using the Meal Ticket suite of software solutions.

"Meal Ticket is a key partner in planning and executing our Physical and Virtual Foodshows. The software delivers results for our category manager and sales reps. It also makes my team's job easier by leveraging the system to help negotiate deals and track earned income programs."

– John Herbert, Director of Purchasing and Marketing

Marketing to customers, supporting suppliers, and tracking all of the details and deals can feel like juggling one too many balls. A software system that can help plan, market, negotiate & report ROI on events is critical. Meal Ticket gives you an extra set of hands to successfully support your sales team, customers, and suppliers.

Problem

Through Covid, Suppliers became "fatigued" by the virtual show experience and Van Eerden needed a way to bring something new to their operators and supplier partners. Additionally, the process they had traditionally used to negotiate allowance-based promotions throughout the year was very manually and challenging for both their vendors and their Marketing/Finance teams to execute.

Solution

Meal Tickets software enabled Van Eerden to strategically target key segments, operators, and products using smaller on-line "pop-up" promotions to retain and grow the business in a consultative, cost-effective way. They used the technology to complement their in-person activity, rather than replace it.

Meal ticket

Solution, Cont.

- Sales Rep's "bring the show" to the operators and can help them easily view the offers that will add value to their business. The system enables an engaging sales contest for the entire team.
- The post-show reporting package provides a clear ROI for suppliers. Van Eerden has seen triple the amount of offers and incentives from suppliers for these shows as a result.
- "The subscription enables us to execute multiple online events as well as our in-person food shows".

Results

"By using the Meal Ticket software, we are able to deliver incremental revenue and cases for our company with a lower cost of acquisition due to the targeting capabilities in the system. Our vendors value how easy that tools are to use, our operators are able to take advantage of some solid savings & our sales team is engaged and excited by the energy around the sales contest".

Meal ticket