



Leveraging Innovation, Collaboration and Culinary Expertise to Impact Growth

MEMBER PROFILE

Linkage is a group purchasing organization specializing in Senior Living and the Hospice Healthcare space. They offer their customers a wide array of products and services specifically tailored to seniors over the age of 65.



600+ senior living and hospice member locations



Located in 39 states

Foodbuy went above and beyond in supporting our business by facilitating these culinary tradeshow for our Members. The value provided assisted us in driving increased compliance on many of our Foodbuy preferred programs we offer our Members and allowed us to see revenue growth in our business as a result. Not to mention our operators left more enthused than ever before. The Foodbuy Culinary Team is extremely knowledgeable and versatile and we value the excitement and creativity they bring to these events.

Jim Norris, Executive Director

Lori Buik, Director of Solutions Sourcing

Debbie Hounshell, Director Member and Administrative Services

CHALLENGE:

Linkage, a Foodbuy Member in healthcare, was looking to increase compliance of Foodbuy programs at their unit level operations in an effort to maximize revenue. In addition they were looking for added opportunities to train and educate chefs about the variety of products Foodbuy programs offer while providing new ways of preparing popular ingredients.

SOLUTION

Foodbuy's Culinary and Account Management Teams partnered with Linkage to facilitate four culinary trade shows as an interactive way to work with the unit level operators and educate them on the products and their uses to help facilitate increased compliance and revenue growth. These tradeshow featured culinary product education, live food demos and face-to-face interaction with preferred Foodbuy suppliers and manufacturers.

Hosted at Sysco facilities in Cleveland, Cincinnati, Louisville and Minneapolis, the shows were regional and attendees consisted of the Linkage customers who were located within the region where the show was being held.

Product demos offered Continuing Education Units (CEU credits) and featured hands-on learning activities facilitated by Foodbuy and manufacturer chefs, and a vendor foodshow allowed manufacturers to show products and offer tastings. All products featured at these events were identified as top opportunity, fully stocked items.

RESULTS:

As a result of the Foodbuy Culinary Team's innovation and close collaboration with Linkage, Account Management, Sysco and manufacturer partners the events were deemed a huge success:

- Average attendance to these culinary tradeshow was 40 customers per region.
- Approximately 10 to 15 preferred Foodbuy suppliers participated and exhibited at the show.
- Post event surveys indicated 99% of attendees rated the core product education at the event excellent or very good.
- 93% of attendees believed the events were successful in building a culture of food safety.
- All locations saw a huge growth impact in the featured products shown at the show.

Product Growth Impact

