



Tutorial Now Available on CD!

If you have not yet explored the Tutorial available on the eFoodUSA website, you may want to take a look. With step-by-step instructions and the corresponding animations on how to utilize the website, this tutorial is not only a great opportunity to familiarize yourself with the eFoodUSA-powered websites, but also a wonderful marketing tool for both your sales staff and your customers. eFoodUSA is also pleased to announce that this Tutorial is now available for download or can be ordered on CD-rom by Distributors with an eFoodUSA-powered website.

To access the downloadable tutorial, select the Tutorial option under the eFoodUSA-Powered Website heading in the navigation bar on the eFoodUSA homepage (www.efoodusa.com). Next, select the link at the top of the page for more information about the Tutorial on CD. You may then access the Tutorial for CD page by entering the password **T2004** in the field provided at the bottom of the Distributors section.

You may also access the Tutorial for CD page through the newly redesigned Client Resources section. Simply select the Client Resources option in the navigation bar on the eFoodUSA homepage and log in with the password **efoodcr04**. Note, the previously separate passwords for the Marketing Plan Section, Food Show Guide Section and now Tutorial section will also be accepted for this login.

Once you have downloaded the Tutorial

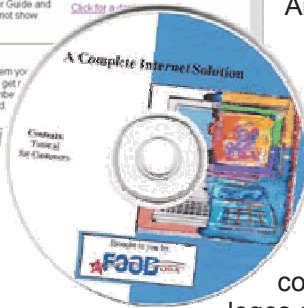
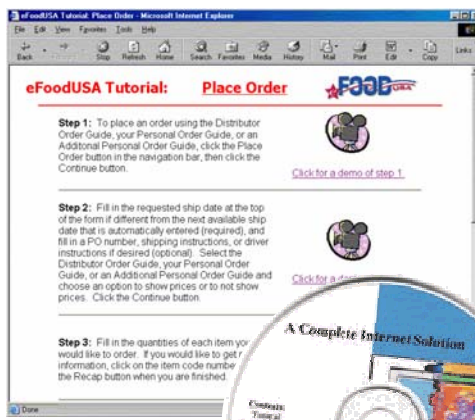
files, you may burn as many copies onto CDs as you wish and distribute them to your customers and sales team. Or, for a small production fee, eFoodUSA will make copies on CD for your company. In addition, a CD case and fashionable label will be included with each CD purchased.

Are you interested in a personalized Tutorial for your customers? eFoodUSA will customize the Tutorial for an additional fee, to include your company's colors,

logos and the key web pages of your eFoodUSA-powered website! With this service, you will receive ten copies of your customized Tutorial, each with a fashionable label personalized with your logo and a CD case. Again, additional copies may be purchased for a small additional fee, or you may make as many copies as you wish from the original ten CDs.

For more information about ordering copies of the Tutorial on CD or about the customized Tutorial on CD package, please call Heather at 847-888-3202 ext. 202 or e-mail heatherh@efoodusa.com.

For an operator or end-user of an eFoodUSA-powered website, please request a copy of the Tutorial on CD from your Distributor. If your distributor does not use an eFoodUSA-powered website, please contact us at info@efoodusa.com to request your Tutorial on CD.



In the News:

- eFoodUSA attended the American Foodservice Food Show on March 2, 2004 in North Kansas City, MO.
- eFoodUSA attended the Haag Food Service Food Show on March 9, 2004 in Collinsville, IL.
- eFoodUSA attended the Ginsberg's Foods Food Show on March 16, 2004 in Newburgh, NY.
- eFoodUSA attended the UniPro Foodservice Purchasing Conference on March 21-24, 2004 in Anaheim, CA.

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Feature Focus

The Company Info Page provides an operator with valuable information about his or her Distributor. This page can be customized by the Distributor to uniquely represent the company. It may include email links, links to other pages, contact information, company history and more! The possibilities are endless!

For operators, the Company Info page can be displayed by clicking the Company Info button in the navigation bar of an eFoodUSA-powered website. Here you will find an abundance of information about the Distributor whose site you have accessed.

For distributors, the Company Info page is created when you begin the process of setting up your website with eFoodUSA. You may create a page on your own or an eFoodUSA web developer will help you create a personalized Company Info page. Here are some content ideas to include in your Company Info page:

- ⇒ Photos of your company, including employees, buildings, trucks, etc.

- ⇒ Map of your distribution area
- ⇒ Company history
- ⇒ Mission statement



- ⇒ Location, mailing address, phone number, fax number and a general email address (make the email address a link!)
- ⇒ List awards and accomplishments
- ⇒ Foodservice Industry memberships, such as UniPro or the Multi-Unit Group
- ⇒ Types of products and services available

There are truly endless possibilities in designing your Company Info page. If

you do not have a Company Info page and would like to add one to your eFoodUSA-powered website, or if you would like to update or change your existing Company Info page, please contact your web developer or Technical Support at 847-888-3202.

Watch for our next issue's Feature Focus - Order Status! If you would like to see a particular feature discussed in a future Feature Focus article, please send an e-mail with your request to: heatherh@efoodusa.com.

New Client Resources!

Attention all Distributors, your Client Resources section has been redesigned! With one password, access all available client resource sections in one main location!

- ★ Find an interactive website demo, promotional flyers, sales presentation and more in the **Marketing Plan!**
- ★ Read the **Food Show Guide** for helpful ideas when planning a technology booth at your next food show!
- ★ Download a tutorial for both your customers and employees in **Tutorial on CD section!** (Check out the article on the front page of this newsletter to learn more about this section.)
- ★ Explore the **Downloads section** to find a collection of all available downloadable demos, flyers and more!

To log into this new area, select the Client Resources option in the navigation bar on the eFoodUSA homepage and enter **efoodcr04** in the password field provided. Note, the previously separate passwords for the Marketing Plan, Food Show Guide and Tutorial sections are also acceptable passwords.

From the President's Desk

In my current newsletter column, I want to build on a few ideas I talked about in the last two newsletters. As I

"... eFoodUSA has always desired to "build a better mousetrap," ..."

discussed in the inaugural column, eFoodUSA has always desired to "build a better mousetrap," and I think we have just accomplished that with our newly redesigned Client Resources area of our corporate site. We have reorganized all the client

resources into one portal area, with a single password entry. Once inside you will find four main areas, with all the previous resources and some new ones.

One of those new resources was touched on in my last column and is the focus of the main article of this newsletter. We have taken our very powerful tutorial, which previously was only available online, and produced it so it is now available to you on CD! Since it is on CD, no connection to the internet is needed to view the step-by-

(Continued on page 4)

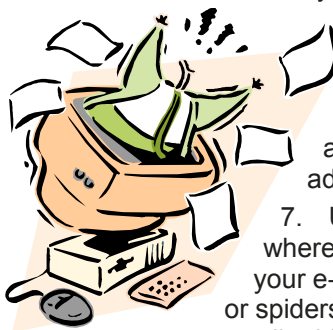


TECH Corner

Spam has become a nuisance that most anyone with an e-mail address has experienced. By definition, spam is unsolicited e-mail sent to multiple mailing lists, individuals or newsgroups. Often these e-mails are for commercial advertising purposes, however, most of them are unwanted, and sometimes they can even be offensive.

So how do we get rid of spam? Although it is nearly impossible to remove all spam e-mails from our inboxes, there are several ways to reduce and manage the amount of spam we receive. Here are some tips and suggestions that will be helpful to you during your quest to reduce spam.

1. Search online for organizations that have resources for services which help internet users report, trace, filter and block spam. One good website that I have found is: www.spam.abuse.net.
2. Obtain an e-mail address from a service that offers filtering. Some services charge a yearly fee, but if set up properly, it can filter out 99% of the spam messages, and it can be worth the price. eFoodUSA offers to our clients an e-mail service which provides a filtering option.
3. You may think that "unsubscribe links" are removing you from those annoying e-mail lists, but many who send spam are not that honest, and by clicking the unsubscribe link, you could actually be only confirming that your e-mail is valid. This may result in the deletion from one list, although unlikely, but most definitely will result in the addition of your e-mail address to another list which can be sold to countless others. However, hope is not completely lost on "unsubscribe links." If the company is well known and reputable, these links can often be trusted. The decision ultimately becomes a personal judgment call.
4. Use more than one e-mail address. Designate one e-mail address for personal e-mails and another for online purchases, newsgroups and message board postings, or anywhere else your e-mail address can be viewed or accessed publicly.



5. Limit the places you submit your e-mail address. Be sure that you actually want e-mail from the newsgroups and newsletters you sign up for. Keep in mind, not all websites use your e-mail address only for what you have signed up for. Look for a privacy clause if you want to be sure they are not disclosing information to a third party.

6. A good virus software can also help reduce spam. This type of software will often stop viruses that may steal e-mail addresses from your computer or e-mail address books.

7. Use a JavaScript code on the web pages where your e-mail address is displayed so that your e-mail will be "hidden" from internet robots or spiders that automatically scan websites for e-mail addresses. eFoodUSA uses a similar code to the one below for the E-Mail Pages of all eFoodUSA-powered websites. This example shows the code that would be used for the e-mail address info@efoodusa.com:

Place into your document head:

```
<script language="JavaScript" type="text/javascript">
var name = "info";
var address = "efoodusa.com";
function protectemail() {
document.write('<a href=mailto:' + name + '@' + address + '>' +
name + '@' + address + '</a>');
}
</script>
```

Place into your document body:

```
<script language="JavaScript" type="text/javascript">
protectemail();
</script>
```

While spammers will continue to find a way to squeeze through the loopholes of filtering, such as purposely misspelling prescription drug names, we as an internet society will continue to find ways to limit their success. I believe this is a good start.

New Page for Vendors on eFoodUSA Website

Send your vendors to www.efoodusa.com and follow the link on the right side of the page to check out the new Vendor Page! This new page will explain to vendors, manufacturers and suppliers how they can get involved

by sending product information to eFoodUSA. This product information will then be available for your customers while they place an order or browse the Products section on your eFoodUSA-powered website!



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Visit us on the Web!
www.efoodusa.com

Evolving
e-Commerce
for the
Foodservice
Industry

Place
Stamp
Here

From the President's Desk *(...continued from page 2)*

step videos for using the site. The response to this newest addition has been wonderful!

As detailed in the article, this newest CD is available to you in three different ways, as are all of our resources. You may download and produce it yourself for free. For a small fee, we can send you pre-made CD's with labels and cases. Or, we can also personalize most CD's, and many other materials for that matter, with your colors and logos. We offer this personalization to help you build brand identity with your customers.

On a separate note, I have had the distinct pleasure of personally attending several distributors' food shows during the past month. Wow, has that been a great experience! My observation has been that the "rank-n-

file" food service operator is ready for the internet capabilities that an eFoodUSA-powered distributor website can provide. The best examples I can offer were at the Ginsberg's show; even though hampered by a snowstorm, every customer except two who came to the booth signed up (one wanted to discuss with his owner first). At Haag's show, which was a repeat attendance, every new customer who visited signed up, and we were able to re-connect with last year's sign-ups. Finally, at American Food Service in Kansas City, we broke the previous record for new sign-ups in a single day show! What a March! It may be time to survey *your* customers to see who is ready for your site who might not have been ready in the past.