



QUARTERLY NEWSLETTER

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Spring 2010

Version 5.0 is Here!

In our last issue we listed many of the new features and enhancements of the Version 5.0 Upgrade. Here is a closer look at just a few of our exciting new features.

Recipe and Menu Costing

Operators can create Recipes and Menus using items from order guides or searching by keyword, and then not only calculate recipe, menu and plate costs, but also determine the quantity of product needed to serve "X" amount of people. An operator can use a current inventory or start from scratch to build an order from the needs calculation!

Food Cost Report

This unique report pulls the usage between two inventory dates and determines the actual cost of food for that time period. You may select actual saved inventories or enter in a dollar amount, and enter the date range for purchases. It takes the starting inventory, adds purchases, subtracts the ending inventory and produces the food cost! There is also an optional field to enter a Food Sales figure to calculate Food Cost Percentage.

Chain Messages

The Chain Administrator Account is now able to send messages to selected units at any time. Messages will be displayed in the Place Order section along with any notifications of changes to the Chain Order Guide.

Multiple Units Ordering

The Chain Administrator Account can place the same order for multiple Unit Accounts at the same time with one order.

Inline Specials

An icon with roll-over text, customized by the distributor, may be assigned to individual items or all items of a specified Vendor. The icon will be located after the item(s)' description when displayed in product search results and on Order Guides. Distributors will have a choice of three default icons, including a dollar sign, exclamation point and star, and fully customizable text. Each Inline Special may be designated as viewable by all accounts or only by individually specified accounts.

Suggested Items

A distributor may suggest optional new items for one, multiple or all accounts. The suggested item will be displayed during Order Entry at the top of the operators Order Guides or Manual Entry in a Suggested Items section.

The quantity field will NOT be pre-filled for these items.

Case Count Minimum

Similar to the minimum dollar amount per order, a Distributor can now assign a minimum case count per order for delivery validation. Just as you would assign a minimum dollar amount by clicking the Customer Option List, then the dollar/case amount link under the Min. Order heading (second column), you will also be able to assign a minimum case amount by alternately selecting the By Cases checkbox under the entered minimum amount.

For a closer look at all the enhancements and new features of Version 5.0, visit the Feature Details page in the Client Resources section at www.efoodusa.com.



In The News:

- *eFoodUSA attended the MUG Annual Conference in Phoenix, AZ on February 22-25, 2010.*
- *eFoodUSA attended the UniPro Spring Purchasing Conference in Las Vegas, NV on March 14-17, 2010.*
- *Visit us online at www.efoodusa.com for Client Resources, past Quarterly Newsletters and more!*
- *Send us your favorite way to use the eFoodUSA-powered website at usertips@efoodusa.com!*
- *Sign up for your free Version 5.0 Upgrade at V5signup@efoodusa.com!*

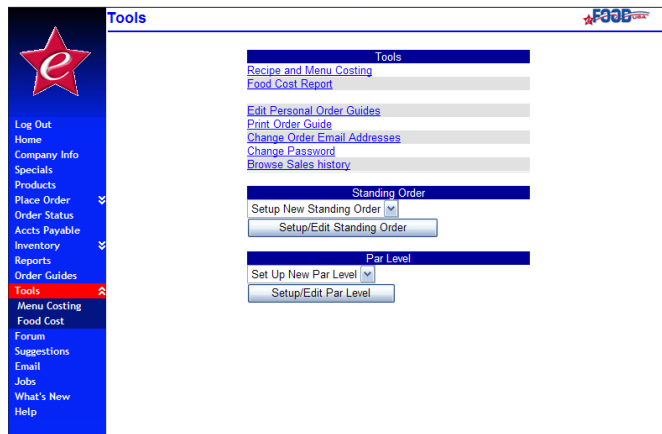
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Feature Focus: V5 Navigation Bar and Tools Section

Version 5.0 introduces some new changes to the navigation bar for eFoodUSA-powered websites.

The button style is now dynamic which includes sub menus that will slide down when an operator rolls the mouse over some of the buttons. Buttons that have sub menus with additional options are designated with down arrow graphics on the right side of the button. Sub menu options may include related features or shortcuts to specific functions within that feature. When another button is rolled over with the mouse, the previously opened sub menu will close. This allows the navigation bar to remain concise and organized as an operator navigates the website, while still offering a multitude of accessible options.



Tools Section with Sub Menu Options on the Navigation Bar

Distributors utilizing the Holiday and Seasonal themes will notice all themes in Version 5.0 include navigation background graphics, whether the operator is on an eFoodUSA-powered website with a 2-frame Home Page or a 3-frame Home Page. To view screenshots of a few themes with the new V5 look,

visit the Demo Website section at www.efoodusa.com. To download a sign-up worksheet to establish a schedule to utilize Holiday or Seasonal themes, please visit the Holiday & Seasonal Color Schemes section in the Client Resources area, or request a worksheet by sending an e-mail to info@efoodusa.com.

In addition to the new look, an operator may notice a new button on the navigation bar of a Version 5.0 eFoodUSA-powered website—the Tools button.

In the Tools Section you will find a menu of options not only with new features introduced in Version 5.0, but also convenient shortcuts to existing resourceful features. These shortcuts will not replace the way to access the existing features, however it will add an additional shortcut for quick and easy access. This section will also be used for

quick and convenient access to upcoming features added with future upgrades.

The Tools button also includes sub menu quick links to the new V5 features Recipe and Menu Costing and the Food Cost Report.

Get on the List!

Version 5.0 upgrade is now available and FREE to all Distributors with an existing eFoodUSA-powered website!

Want to start using all the new enhancements highlighted in this newsletter? Then get on the list!

Contact eFoodUSA today at V5signup@efoodusa.com to reserve your place in line for the Version 5.0 Rollout!

Please include the following with your request:

- ★ Distributor Name
- ★ Technical Contact Name
- ★ Technical Contact E-Mail
- ★ Technical Contact Phone Number
- ★ Rollout Date Conflicts (Dates to avoid, such as Tech Contact on vacation, Special Events, etc.)



Rebate Report

Do you realize you can use a common report offered on eFoodUSA-powered websites for easy redemption of rebates?



Select the Usage by Invoice Report and enter the date range of the rebate promotion. Report on specific items by entering the Item Numbers of the items with rebates in the fields provided (step 4). This report may be all that is needed by your Vendor for your rebate fulfillment, but if not, this report at least provides a reference list of applicable invoices by Invoice Number that you will need for your Vendor.

Enjoy this tip? See this and other User Tips in the Client Resources section at www.efoodusa.com! Have a tip of your own? E-mail us your tip at usertips@efoodusa.com.

Comedy Corner: Food Spoilage

EGGS: When something starts pecking its way out of the shell, the egg is probably past its prime.

MEAT: If opening the refrigerator door causes stray animals from a three-block radius to congregate outside your house, the meat is spoiled.

CANNED GOODS: Any canned goods that have become the size or shape of a basketball should be disposed of. Carefully.

WINE: It should not taste like salad dressing.

POTATOES: Fresh potatoes do not have roots, branches, or dense, leafy undergrowth.



Version 5.0 Client Resources

As Version 5.0 is being introduced to your customers, make sure to take a look at the Client Resources section at www.efoodusa.com for a multitude of helpful tools to maximize your upgrade experience:

- ★ New User Tips section where you can learn new tips on how to utilize your website as well as suggest your own
- ★ Feature Details section for an in-depth look at new V5 enhancements
- ★ Updated Food Show Guide for special event ideas
- ★ Version 5.0 Tri-Fold Brochures for download, including information about Version 5.0, Non-Web Distributor Inventory, Food Show Pre-Registration, Virtual Food Show, Distributor/Vendor PIES and the iPhone Optimized Website
- ★ Version 5.0 Marketing Flyers for Operators which can be customized and downloaded with Distributor logos and contact information
- ★ And coming soon...Version 5.0 Demo for CD!

From the President's Desk By: Jim Whetstone

Welcome to my corner of the newsletter! Thank you for taking time to read our publication. As we talked about in the last Newsletter, our New Version 5.0 is out and "making its way in the world"! I am very proud of this new version, because not only does it add major new features, but it continues the tradition of refining the features that we previously offered on the site. Many of the new features are designed to expand on existing capabilities, bring more efficiency to operators in managing their business and we strive to help that efficiency by even being able to do it with less "Clicks"! A great example of this is the Reorder Button on any previously entered order. A few clicks recreate that order, while still allowing for some adjustments.

We continually add/refine features with each new version and that always prompts the conversation, "that people are used to doing things a certain way" and we do not want to make them change. For example, with the new Tools Section that we added, we put some new features there, but also moved some existing tools to it, but we did not remove those tools from where they used to be located. Or, with the new Quick Order/Inventory options that saves a couple clicks to do either function, the operator can still do it the way they always have, if they desire.

I am thrilled to say that the brand new features are being well received by operators and distributors alike. A great example of this is the new Recipe/Menu Building, Costing and Predicting area of the site. We designed this module to offer some Recipe/Menu tools to all segments of the industry. From the diner owner, who simply wants to see what the items on his menu are costing him at any point in

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time to insure that he is priced right on his menus and specials, to the Cycle-Menu driven operations with steady meal counts that desires to get to the minimal on-hand inventory goals. The tools are flexible to assist both types of operators and the many variations in between.

I also find it very gratifying when I hear or see an operator using the site, slightly differently than we anticipated it would be used. That means to me, our development team has built in enough flexibility to allow the site to be used the

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**Evolving
e-Commerce
for the
Foodservice
Industry**

From the President's Desk

By: Jim Whetstone

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way an individual may have vision to use it. An example of this comes from the Recipe/Menu system. One beta tester was showing me how he used the system on the "predicting the needs for order" capabilities. Instead of selecting an inventory that was already entered and saved, he used that prediction page to enter the current inventory live, just for the items on that cycle menu to predict what he needed to order. His comment to me was that using it this way, he does not have to count everything, just the items that affect this week's cycle. Again, not the way we designed it, but an efficient way for this operator to use it.

Of course, I right away saw an enhancement that we can possibly add to the next version to build on the way that this operator is using the site. Many new enhancements come from watching how people use the site. One such item that I noticed on the last Version was that some people were not comfortable with the process to add new items to their order, either typing in the number, using copy/paste or the click/drag we added, so we added a nice little button next to the item list and it adds the item to the order with one click! More ease of use, with fewer "Clicks". We liked that functionality so much we added it to the newly enhanced OG editor. But that is a subject for another day...