



# QUARTERLY NEWSLETTER

Volume 8, Issue 2

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## Recipe & Menu Costing

Version 5.0 introduces Recipe & Menu Costing, a new feature for all eFoodUSA-powered websites!

This feature includes several sections including a Recipe Maintenance, a Menu Maintenance, a Menu Cost summary by Recipe or Menu, and a Needs Calculation also by Recipe or Menu.

The first step to utilize this new feature, is to create a recipe. An operator may add each item that is necessary in creating a particular recipe by item number. For each product added, the operator should verify or determine the number of portions that one case (or other unit of measure) would provide for the recipe. In addition, an operator may further include a surrounding plate cost, in order to represent the extra expenses for creating that recipe. A multi-function search option is conveniently available while maintaining a recipe. This search feature not only allows an operator to browse items on one of his or her own order guides, but also to search products by item number or keyword. All browsing and search results will include an "Add" button in order to add items to your recipe with one simple click.

Once multiple recipes have been created, an operator can build a menu by selecting which previously created recipes to include. Again, a surrounding plate cost may be included per menu in order to represent additional costs.

As Recipes and Menus are created, an operator may use the Recipe/Menu Cost option, which will calculate and summarize the price per portion and totals.

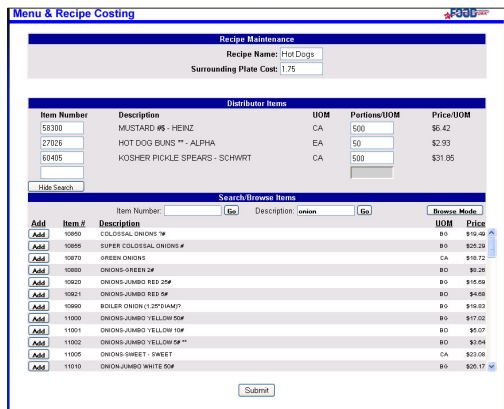
The Calculate Needs option is similar to the Recipe/Menu Cost option by displaying a summary of items, however, it additionally allows an operator to calculate how much of each product is needed for a specific number of people or servings. An operator may enter a number of people to be served

for a specific recipe or menu, and this number will be used to calculate how much of each item will be necessary to produce the selected recipe or menu for the entered amount of servings.

The amount of product needed will further take into account an operator's on hand quantity. The editable on hand quantity can be pre-filled by selecting a saved inventory, or it may also be entered manually.

Once the amounts of each item needed is determined, an operator has the option to begin an order which will include the items and amounts provided. Similar to adding items and starting an order from the Specials section or the Product Search Results, he or she may choose to use an order guide or manual entry, and go directly to the Place Order section from the Calculate Needs section.

For more information on the Recipe & Menu Costing feature or other Version 5.0 features and enhancements, please contact us at [info@efoodusa.com](mailto:info@efoodusa.com).



Recipe and Menu Costing—Recipe Maintenance

### In The News:

- *eFoodUSA attended the National Restaurant Association Show in Chicago, IL on May 16-19, 2009.*
- *Version 5.0 Upgrade will be available for Distributors with an eFoodUSA-powered website by Fall of 2009!*
- *Visit us online at [www.efoodusa.com](http://www.efoodusa.com) for Client Resources, past Quarterly Newsletters and more!*

### Inside this issue:

Feature Focus: 2  
Featured Vendors

Version 5.0 Features 2-3  
Sneak Peek

Tech Corner: Top 10 3  
Signs Your Food is Genetically Modified

From the 3-4  
President's Desk

## Feature Focus: Featured Vendors

The Featured Vendors are available to all Distributors with an eFoodUSA-powered website. They are viewable on the homepage of the website, and are represented by either the vendors' names or logos. When the Featured Vendor name or logo is clicked, the operator will be directed to an exclusive vendor's page. Controlled by the distributor through the Distributor Maintenance, these individual pages can include featured products, contact information, website links, special incentives and/or product discounts for the distributor's customers.



hopefully additional sales of the featured products!

Version 5.0 will not only introduce market-specific Featured Vendors, but also an additional location displayed on the Snapshot page after an operator's successful login. A "click to add" feature which adds Featured Vendor items directly to an order will also be included with the upgrade.

For a distributor, Featured Vendors are also simple to set up. Click the "Update Featured Vendor" link from your Distributor Maintenance Index and fill in the information about your Featured

A Featured Vendor will receive special attention as this feature provides a way for the vendor to promote its products with extra marketing. A Distributor will benefit, as well, through possible Vendor promotion revenues and

Vendor in the fields provided. Make sure to upload a logo if there is one available! If you need help, click the question mark icon in the Maintenance Index for step-by-step instructions.

## Version 5.0 Features Sneak Peek

As eFoodUSA progresses with the development of Version 5.0, we wanted to give you a sneak peek of a few of the features and improvements you can expect with this newest upgrade.

Some of the exciting changes in Version 5.0 are expanding the capabilities of existing popular features. For example, Par Levels and Standing Orders were a big success when introduced with Version 4.0. After reviewing comments and feedback from our distributors and operators, Version 5.0 has been updated to allow multiple par levels and multiple standing orders per user account!

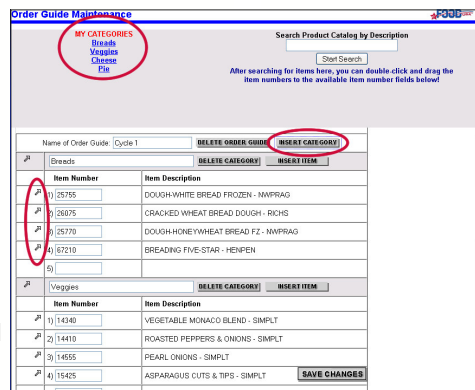
An additional Usage Report by Invoice and a new Food Cost Report have been added to the Reports section in Version 5.0. Drop down menus have been added to Order Guides when used in the Place Order and Inventory sections for easier selection when multiple unit of measure options are available. The unit of measure last selected for each item will also be remembered for the next visit.

Searching for items and product information have become more user-friendly in Version 5.0. In the Place Order

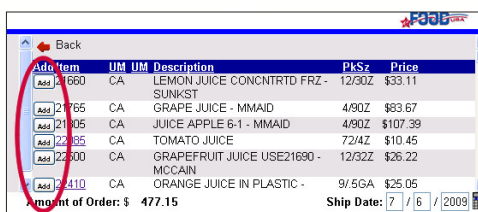
section, when using the Item Search on the top right of an Order Guide, a new "ADD" button is available in order to conveniently add items to your order directly from the search box. In the Product Search section, items with available photos will display a thumbnail picture next to the item description on the search results page. This thumbnail photo, when clicked, also links directly to the full product information page for that item.

Many users will be excited to hear about the enhancements for the Order Guide editor. Quick links to skip to a specific category section have been added, similar to navigating an order guide in the Place Order section. Also, there is now an option to split a section into two separate categories, as well as merge two categories into one.

A new feature that will be introduced with Version 5.0 is the Recipe and



Order Guide navigation with My Categories quick links and Split Category with Insert Category and arrow buttons.



Item Search on an Order Guide

(Continued on page 3)

## Version 5.0 Features Sneak Peek (...continued from page 2)

Menu Costing feature. This feature also includes a “needs” projection. You can learn more about this feature in the main article on the front page of this newsletter.

A few new features you will find in the Distributor Maintenance include: Multiple cut-off times per day per customer, Holiday block out dates for orders, and Case Count minimum delivery validation.

Distributors will also find a few enhancements to existing maintenance features, such as Featured Vendors will have market-segment targeting capability. For the operator, these Featured Vendors will also be displayed on the Snapshot page after successful log in. Website Messages found on the Home page, Place Order section and on the Snapshot page, will also have the option to target a specific market-segment.

Many more features and enhancements are included with your Version 5.0 upgrade! For more information about Version 5.0 please contact us at [info@efoodusa.com](mailto:info@efoodusa.com).

## Tech Corner: Top 10 Signs Your Food is Genetically Modified

10. Your green beans are attempting a split flanking maneuver on your clearly surprised mashed potatoes.
9. Whenever Gallagher appears on TV, your watermelon leaps up, grabs the remote and shuts off the set.
8. It tastes the same, but now the asparagus leaves your bathroom smelling April fresh.
7. You use the leftover chicken as a nightlight for your kid's room.
6. The label says that your buffalo chicken wings are made from REAL flying bison.
5. An apple a day... cures leukemia.
4. Family of seven, one turkey, yet everyone gets a drumstick.
3. Your Ginsu knives are suddenly afraid of the tomatoes.
2. Chocchini: Looks like zucchini, tastes like a Ding-Dong.
1. A SWAT team is ordering the Chalupa to drop \*you\*.



## From the President's Desk By: Jim Whetstone

Welcome to my corner of the newsletter! Thank you for taking time to read our publication. We have had a wave of development since the last issue and were slightly overwhelmed by many last minute suggestions to include in the next version. This was on top of some customized programming we were contracted to deliver, and all that has made for a very busy couple months for us.

As for the next Version 5.0 of the site, you will see, or have seen articles in this newsletter touching on some of the upcoming features. If you are reading about them, they are ready-to-go features of the new site. We tried to include as many features as practical in this version and even were able to add some of the last-minute suggestions. Of course, some ideas came too late, simply need extensive development time, or were simply not possible with current web programming and will be the basis of the next Version 6.0 – I can not believe I already mentioned the next version...

We are in the final stages of code production for the final feature-set for Version 5.0 and we plan to finish that either by the end of the month or early next month. Then we start the rigorous quality assurance, code auditing and stress-testing that we always do before releasing a new version.

How long that takes will be dependant on how that all goes. I know that some of you who have seen sneak peeks, or have helped us test portions of the site are very anxious to get the new Version 5.0 and we are just as anxious to deliver it to you. Having said that, we also do not want the excitement of new products to cause us to take shortcuts

**“...we are celebrating a very significant event – Our 10-Year Anniversary! No small milestone for any new company, but especially on the tech side of business start-ups!”**

on proper development protocols. To paraphrase a famous winemaker, we will deliver no website upgrade before its time...

Some of you have commented to me that you noticed the stickers that we have been putting on recent

mailings and I appreciate the kind words. For those you who have not received a mailing until now, or haven't seen the sticker on this newsletter yet, we are celebrating a very significant event – Our 10-Year Anniversary! No small milestone for any new company, but especially on the tech

*(Continued on page 4)*



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Industry

## From the President's Desk

By: **Jim Whetstone**

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side of business start-ups! I remember reading several years ago that more internet start-ups had failed in the previous year than were remaining since the beginning of the internet boom. And that was not 2001 when the tech bubble burst.

Looking back, it was not the best time to start, right before the Y2K event that wasn't. I remember people being afraid of technology period, because of Y2K and then we were suggesting that people start using the relatively new technology to conduct their day to day business processes. We definitely started ahead of the curve, and for those of you that put your trust in our web-enabling dream back then, my sincere THANKS. We have certainly grown together and the experience has made

**"We promise to keep delivering and improving outstanding websites for you beginning later this year with our Version 5.0!"**

us who we are today!

Then the "tech-bubble" burst and those of you that were concerned if we would still be in business because of it, remember I assured you that we would because we based our company on business processes that were already proven, and we were just making them more efficient and convenient for everyone involved. We continued to evolve, as people became more web-savvy and the technology progressed. The old 80/20 rule has certainly flipped on us since then. It used to be the majority of customers connected with 14.4 or 28.8 modems and now it is mostly high-speed connections.

Well, I must end my trip down memory lane now. I thank all of you that have helped us make it to our 10-year Anniversary and look forward to growing with you for another 10 years. We promise to keep delivering and improving outstanding websites for you beginning later this year with our Version 5.0!