



QUARTERLY NEWSLETTER

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Virtual Food Show

Introducing the newest optional add-on feature for your eFoodUSA-powered website—the Virtual Food Show module!

The Virtual Food Show module allows for two types of “no-show food shows”—Real Time and Pre-Booking. The Real-Time setting allows an operator to add food show items to an order during the allowed promotion period, in order to earn applicable rewards. The Pre-Booking setting allows the operator to order pre-qualified virtual food show items, and schedule the quantities of each item to be delivered on one or more future ship dates, according to the show guidelines, and also earn applicable rewards.

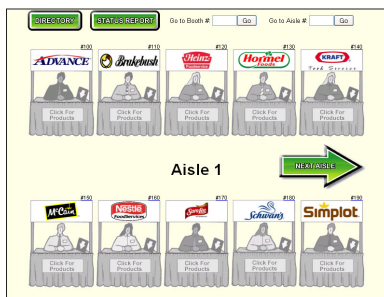
Rewards, or discounts, can be set up as a dollar amount, a points system or text descriptions. Both the dollar amount and the points options will be tallied with reward totals on the Virtual Food Show reports. Discounts will **not** be applied to pricing on any Virtual Food Show orders.

All Virtual Food Shows include reports for both the operator and the distributor. The operator will be able to keep track of VFS Items purchased with a Status Report. A distributor has access to many reports, including a Vendor Report, which shows all participating vendors and products, along with corresponding discounts for the show. Another useful distributor report for a Pre-Booking VFS is the Buyers Report, which breaks down items by vendor and lists the pre-booked amounts of each item by week.

The distributor has complete control over which customers have access to the Virtual Food Show. Through the VFS Maintenance,

found in the Distributor Maintenance Section, a distributor can not only qualify a customer to be able to view the Virtual Food Show, but also add or edit registration details for each customer. An optional file upload is also available for quick customer qualification.

Once the Virtual Food Show is turned on, a new navigation button will be in the navigation bar for qualified customers only. Operators can select this button to register for the show and continue to the “Show Floor”.



Virtual Food Show—Show Floor

The Show Floor includes virtual booths identified by Vendor Logos, which when clicked, will display that Vendor’s show items with

applicable deals. An “add to order” checkbox (real-time), or a calendar scheduler (pre-booking) is conveniently located on that page for each item listed. Item numbers are also links to detailed product information pages.

In addition to “going green” with a “no-show food show,” the Virtual Food Show feature may be used in conjunction with a live Food Show. The Virtual Food Show is helpful in keeping track of rebates and show discounts with its reports, as well as extending your Food Show virtually to include customers who might not be able to attend the live show!

The Virtual Food Show module is an optional feature, and must be requested via an eFoodUSA representative to be added to your eFoodUSA-powered website. A one-time implementation fee is also required. Contact us at 847-888-3202 or info@efoodusa.com for more information.

In The News:

- eFoodUSA attended the Northern Lights Distributing Food Show in Ft. Dodge, IA on November 5, 2009.
- eFoodUSA attended the Fox River Foods Food Show in St. Charles, IL on November 18, 2009.
- eFoodUSA attended the MUG Conference in San Antonio, TX on February 24-27, 2009.
- eFoodUSA attended the UniPro Foodservice Spring Purchasing Conference in Nashville, TN on March 22-26, 2009.
- Visit us online at www.efoodusa.com for Client Resources, past Quarterly Newsletters and more!

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Feature Focus: Non-Web Distributor Inventory

Non-Web Distributor Inventory is an optional feature add-on for eFoodUSA-powered websites.

Non-Web Distributor Inventory allows an operator to include items purchased from other distributors in website features such as inventory, extended inventory reports, printable order guides, and now the new Non-Web Distributor Inventory Report for fax ordering (see article on Page 3).

The operator can create and maintain all non-web distributors and items in the Non-Web Distributor Maintenance found in the Order Guides section.

To begin your Non-Web Distributor Inventory, either click the Inventory button and select the 'Create/Update Your Personal Inventory Guide' in the drop down menu, or select the Order Guides button in the navigation bar. After selecting the 'Non-Web Distributor Maintenance' option in the menu, click the Continue button, and you will see options to create, edit and/or delete your non-web distributors, as well as create, edit and/or delete your non-web distributor items for each.

Non-web distributors are added by entering the company's information and a 3-letter code which will represent each non-web distributor when included on order guides. Each item must then be created with its corresponding information under the applicable non-web distributor.

Once the non-web distributor items are created, they are available to be included on an order guide specifically used for Inventory. To add non-web distributor items to an order guide, select the 'Create/Update Order Guide(s)' option in the Non-Web Distributor Inventory Menu, or select the Order Guides button in the navigation bar. You may choose to edit an existing order guide or create a new order guide. The non-web distributor items are added by selecting the 3-letter code in the drop-down menu for the corresponding non-web distributor, and then by entering the item number in the item number field provided. The 3-letter distributor code and item number will be listed in red when displayed on your order guide. Non-web distributor items will only be available on an order guide while used in the Inventory section. If the same order guide is used in the Place Order section, the non-web distributor items will not be displayed.

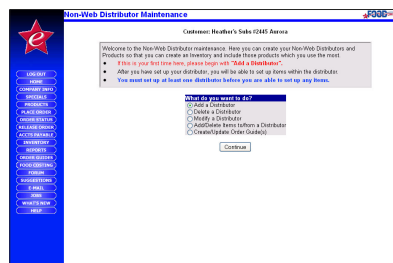
An added benefit of this optional feature are the additional Non-Web Reports found in the Reports section of an eFoodUSA-powered website. Now that you have the capability to add these non-web distributor items to your inventory and store them online, you may also create reports with this data!

Extended Inventory Reports allow an operator to report on stored inventories in a variety of styles and with customized criteria options. To access Extended Inventory Reports, click the Reports button in the navigation bar and select the 'Extended Inventory Reports' option in the menu. On the resulting page, there are an assortment of options to choose from and produce your desired Inventory Report. First, choose either a Personal Inventory Guide report or a Distributor Inventory Guide report. Then, choose to either display all items on the guide you have chosen, or to list inventoried items only.

Then choose to report your inventory with or without sub totals. The next step is to select the style in which to view the report. An operator may choose either a consolidated or a detailed display style. After the report criteria has been determined, select which stored inventories' data to include in your report. Once your report is displayed, it may also be printed. Non-web distributor items will be easily identifiable and displayed with a red item number and distributor code on your Extended Inventory Reports.

In addition to Extended Inventory Reports, our newest report, the Non-Web Distributor Inventory Report for fax ordering, is also available with the Non-Web Distributor Inventory optional module. This report is conveniently arranged for printing and can be used to fax an order to an operator's non-web distributor. See page 3 for more information on this new Non-Web Distributor Report!

There is a one-time fee for the integration of this two-part optional feature. This includes both the Non-Web Distributor Inventory section and the Non-Web Reports section. For more information, or if you would like to add the Non-Web Distributor Inventory and Reports module to your eFoodUSA-powered website, please call your eFoodUSA Representative at 847-888-3202 or e-mail us at info@efoodusa.com.



Non-Web Distributor Inventory Maintenance Index



Adding Non-Web Distributor Items to an Inventory Guide



107 East Highland Avenue
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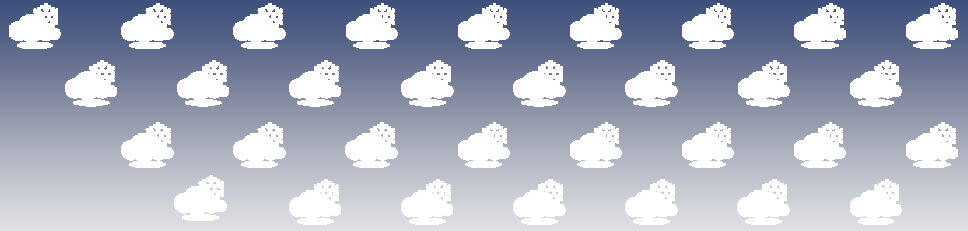
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From the President's Desk

By: **Jim Whetstone**

(...continued from page 3)

that I want to mention was the oft forgotten feature of the website of electronic PO's. Obviously, they save on paper and fax lines, but I was reminded of the "time" that is saved by doing the entire transaction electronically and because it is web-based, completely location free!

I mentioned earlier that we have been swept up in the swell of new application excitement here at eFoodUSA. Not only the new, improved Food Show Module and additional Non-Web Inventory Component that are introduced elsewhere in this newsletter, but we are also in the final development and testing stages of our next Version Upgrade. I know I am probably letting the cat out of the bag a little early, but I am extremely excited about this next set of enhancements and completely new features that I simply can not contain myself! We have prioritized features by the requests that we have solicited from you, conversations we have had and new ideas that have been

"...we have been swept up in the swell of new application excitement..."

fermenting for a while now.

I am extremely excited because many suggested enhancements have come from the new tools we added in the last version. This means that you are finding value in them, but desire even more! One example of this is in the last version we added several different Par-Level Management and Ordering Tools, and what we have heard is, "We love the par-level tools, but we have different par-level needs – either by time of the week, month, season, or by cycle or seasonal menus". So we are adding Multiple Par-Levels in the next version, so operators can set-up as many different Par-Levels as they need to manage their business, with less editing as things change!

This is just one of the new features you can expect, but I need to stop now, because if I do not, then what will we have to talk about in the next issue? If you have any last minute input on features for possible inclusion in the next Version Upgrade, please get them to us by April 15th. We need to have a deadline, so we can finish and deliver the Next Version later this year!