

IFMA WORLD

Exciting New Features of COEX 2010

This year's COEX promises more interactive opportunities than ever!

February 28-March 3, 2010

Menu, Value & Innovation: Consumers Rule!

JW Marriott Orlando, Grande Lakes — Orlando, Florida

Visit www.ifmaworld.com to register!



Announcing COEX 2010 Coverage by The Food Channel®

An exciting new feature of COEX 2010 is IFMA's alliance with The Food Channel®, a professionally developed Web site devoted to all things food and offering the latest in food news and trends. Onsite at COEX, The Food Channel® team will videotape, report, blog, Tweet and file stories highlighting new food trends and COEX presentations.

This live coverage will be accessible through The Food Channel® and IFMA Web sites, enabling conference attendees to review COEX highlights in real time, while still enjoying the onsite benefits of customer networking and relationship building. Catch the COEX excitement with IFMA and The Food Channel®!

What's New at COEX 2010 Receptions

COEX 2010 offers some exciting new features that will foster increased operator-supplier interaction. This year's receptions will feature interactive chef stations focusing on emerging trends, including miniaturization, premiumization, Korean flavors, and what's new in the beverage arena.

Also at evening receptions, chefs and industry experts will treat attendees to menu and beverage trend updates, replete with samplings. Plus, costumed Universal Studio characters will be on hand for photo opportunities and entertainment.



COEX2010

Chain Operators Exchange

February 28–March 3, 2010

JW Marriott Orlando, Grande Lakes
Orlando, Florida



MENU, VALUE & INNOVATION: CONSUMERS RULE!

OPERATORS:

WHY YOU SHOULD ATTEND

COEX addresses these relevant industry issues from various chain segment perspectives:

- ▶ Managing margins in a tough environment
- ▶ Menu innovation with a value approach
- ▶ Executing new ideas faster and better

SUPPLIERS:

WHY YOU SHOULD ATTEND

COEX gives you access to:

- ▶ Direct customer contact
- ▶ Emerging chain strategies
- ▶ Ideas for adapting to changing industry drivers

Operator Speed Meetings Foster Face-to-Face, Supplier-Customer Dialogue

- ▶ Meetings feature one operator and several manufacturers at each table.
- ▶ Manufacturers have 10 minutes to ask questions and hear straight from operators about specific needs before moving on to the next operator table of their choice.
- ▶ Speed meetings present an opportunity for suppliers to connect with potential customers and for operators to meet with numerous suppliers in a single afternoon.
- ▶ Operator speed meetings will take place both Monday and Tuesday.

OPERATORS: Registrations are complimentary, so bring the team.

IFMA MEMBERS: Register 4 people and your 5th registration is FREE. Register early to take advantage of early-bird rates.



COEX 2010 Chairperson
Kevin Bechtel, Senior VP
Purchasing & Menu Development
SHARI'S MANAGEMENT CORPORATION

"COEX 2010 addresses the important issues that are most relevant to your business and mine. This year's forum will show operators and our supply-chain partners how to deliver value and innovate faster/smarter/better while managing costs. COEX 2010 will help you come out ahead in today's difficult market. Sign up today!"

COEX collaborators include:



REGISTER NOW! For more information or to register, visit www.ifmaworld.com



More IFMA Operator Forums Slated for 2010

2010 Forum Dates

February 18: College & University

March 16: Regional Chain

March 25: College & University

April 15: Regional Chain

June 3: Regional Chain

(All Forums take place at the DoubleTree O'Hare Rosemont.)

IFMA's Operator Forum gives manufacturers direct access to decision makers from regional chain, college and university, and healthcare segments.

Here's how they work. Manufacturers from a single company engage in face-to-face dialogue with an operator for 25 minutes before moving on to the next operator table. These Forums enable your supplier team to meet with as many as 10-12 operators in a single day.

Take advantage of this opportunity for customer contact!

GATTI'S PIZZA



L to R: Mike Cannon, Surlean Foods; Mike Mrlík, Gatti's Pizza.

TREAT AMERICA DINING



Clockwise from lower left: Jeff Warner and Robert McManus, both of Sartori Foods; Michael Sanchez and Dan Anderson, both of Treat America Dining.

HARVARD UNIVERSITY



Clockwise from lower left: Jim DeZutter and Susan Burgess, both of Harvard University; Linda Roskovich and Jennifer Armstrong, both of Perdue Farms Incorporated, Foodservice Division.

UNIVERSITY OF NORTHERN COLORADO



L to R: Hal Brown, University of Northern Colorado; Nick DeGregono and Barbara Kane, both of Ecolab.

Join IFMA on LinkedIn & Facebook

IFMA now has a presence on LinkedIn and Facebook. If you participate in these social networking sites, simply search IFMA (or International Foodservice Manufacturers Association) and join the IFMA groups. Once you join the IFMA groups on these sites, you gain access to discussions, useful industry updates and info on IFMA events. Join today!



IFMA GOLD & SILVER PLATE AWARDS

ATTEND THE GOLD & SILVER PLATE CELEBRATION 2010

MAY 24
SHERATON CHICAGO HOTEL & TOWERS

Celebrate excellence in the operator community and **entertain your top customers** at IFMA's industry-renowned Gold & Silver Plate Celebration. The event honors the 2010 Silver Plate Award winners, who are outstanding operators from nine foodservice categories:

- Business & Industry/Foodservice Management,
- Chain Fast Service,
- Chain Full Service/Multi-Concept Operators,
- Colleges & Universities,
- Elementary & Secondary Schools,
- Health Care,
- Hotels & Lodging,
- Independent Restaurants, and
- Specialty Foodservices.

CELEBRATE OPERATOR EXCELLENCE

RESERVE YOUR PLACE TODAY!

CUSTOMER CONNECTIONS!

Buy a table at the Celebration and invite your top customers to be your guests at this festive event that pays homage to the nation's top operators. Known as the Academy Awards of Foodservice, the Celebration affords you bonus face time with customers during NRA Week. Reserve your place today at: **www.ifmaworld.com**



Silver Plate Award winners are selected by the Gold & Silver Plate Awards Jury, which is made up of industry trade press chief editors and the previous year's award winners. After all nine selections are made, Jury members cast a secret ballot for the Gold Plate winner. The name of the Gold Plate Award recipient is kept confidential until the evening of the Celebration.

Buy a table at the Celebration and invite your operator customers to join you at this festive affair honoring the operator community. Companies that purchase full tables will have opportunities for enhanced customer contact and will be recognized at the Celebration. Plus, by attending, you ensure you are among the first to learn the name of the 2010 Gold Plate Award winner!

IFMA Welcomes New Members

Manufacturer Members

ACH Food Companies, Inc. - Ankeny, IA

Key Contact: Nikki Struchen- Director of Marketing
Manufactures food products including Karo Corn Syrup, Argo Corn Starch, spices, seasonings, salad dressings and Patak's Indian Products.

Awrey Bakeries LLC - Livonia, MI

Key Contact: Ms. Leslye Davidson- Director of Marketing
A leading supplier of frozen, full-baked customized pastry and cake solutions for foodservice customers. Product lines include Danish, croissants, muffins, biscuits, layer and sheet cakes, brownies, upscale and gourmet layer cakes, cheesecakes, and other specialty desserts.

Command Packaging - Vernon, CA

Key Contact: Julieun Kawasaki - Director of Marketing
As the leading U.S. manufacturer of carry bags for retail stores and restaurants, we continue to drive plastic-bag innovations focused on industry and environmental needs. Through our state-licensed recycling center, we gather, clean and process our own recycled materials that go into the production of our clients' packaging solutions, ranging from recycled carryout bags to back-of-the-house items like portion-control bags and can liners.

DSM Food Specialties USA, Inc. - Parsippany, NJ

Key Contact: Gale Plocic - Executive Assistant
One of the world's largest manufacturers of yeast extracts and culinary tools for the food-and-flavor industry. Our versatile line of yeast extract-based products provide a range of flavor profiles and taste enhancement to suit a variety of applications including prepared meals, soups and sauces, as well as processed meat.

Grimmway Farms - Bakersfield, CA

Key Contact: Lisa Mc Neece- Vice President Foodservice Sales
A grower and processor of fresh-and-frozen carrot products, as well as a large variety of organic produce, potatoes and citrus.

Icelandic USA, Inc. - Newport News, VA

Key Contact: Jim Papadakis- Director of Marketing
The leading manufacturer of processed seafood to the foodservice industry and one of the largest frozen seafood companies in the country. We've been an industry pioneer and trusted seafood source since 1947. Our values have never changed, as we are committed to unparalleled product innovation, fresh-tasting excellence, promoting sustainable seafood resources and delivering the most consistent quality.

Red Diamond, Inc. - Birmingham, AL

Key Contact: Steve Chain - Senior Vice President
Coffee, Tea.



Clockwise from lower left: New IFMA members Jay Willis, Luke Vanee and Terry Riha, all of Vanee Foods Company, Inc., talk with Peter Schonman, Biaggi's Ristorante Italiano, at a recent Operator Forum.

Steuben Foods Inc. - Elma, NY

Key Contact: Jeffrey Sokal - Vice President, Business Development
Shelf-stable, low-acid beverages and ready-to-use, shelf-stable prepared foods (sauces, stocks, etc).

Tetra Pak Inc - Vernon Hills, IL

Key Contact: Kristin Kowalczyk - Marketing Assistant
Supplier of aseptic, extended shelf life and retort packaging and processing for food products in beverage, dairy and prepared foods categories. Signature technology, aseptic technology allows delicate foods to stay fresh for months without the need for refrigeration or preservatives. Tetra Pak provides aseptic, ESL & pasteurized systems in traditional Tetra Brik® Aseptic, contemporary Tetra Primsa® Aseptic and new carton bottle options.

Vanee Foods Company, Inc. - Berkeley, IL

Key Contact: Michael Vanee - Vice President of Sales
Produces ready-to-use entrees, gravies, sauces and soups. Packaged in #5 and #10 cans, these value-added ingredients are always convenient and consistent.

Associate Members

The CORE Group - Santa Monica, CA

Key Contact: Michelle Alva - Sr. Vice President
Sales & marketing foodservice broker agency.

Kincannon & Reed - Scottsdale, AZ

Key Contact: Paul Miller - Managing Director
The leading retained executive search firm focused exclusively on the inter-related sectors of food, agribusiness and life sciences. We recruit leaders with judgment who get results.

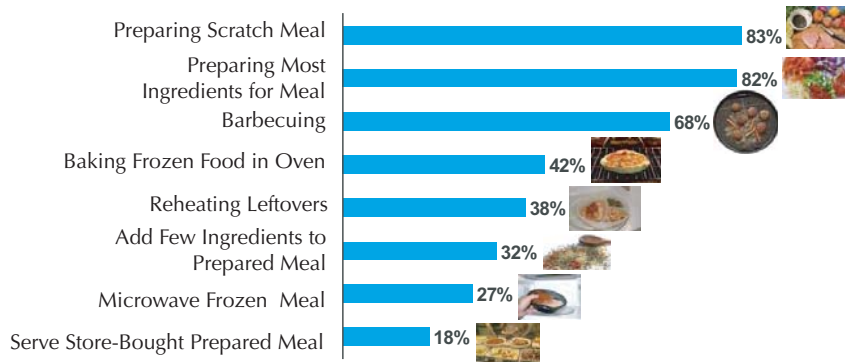
Market Research

A recent survey fielded by The Nielsen Company across its Homescan Consumer Panel found that U.S. consumers have diverse definitions for cooking. While the vast majority consider preparing meals from scratch or preparing most ingredients for meals as “real cooking” – barbecuing, baking frozen foods in an oven, reheating leftovers, adding a few ingredients to a prepared meal, microwaving a frozen meal and even serving a

store-bought prepared meal also received mentions. So competition for restaurant meals can come from those who cook, as well as from those who are marginally engaged in cooking.

(This finding was part of a presentation made by Todd Hale, SVP-Consumer Insights, Consumer Product Leadership, The Nielsen Company, at the IFMA-IFDA 2009 Presidents Conference.)

Survey respondents were asked: Which of the following do you consider “cooking”?



Source: Homescan® 09/2009 survey, a service of The Nielsen Company

A Look at Frozen Ethnic Foods by Segment

Westport Consulting Group, Inc., a foodservice marketing management consulting firm, recently conducted its annual syndicated study of more than 150 key food-and-beverage product categories for the foodservice industry. The study provides a description of the foodservice products, category size, estimated market share, and historical and future growth for the category.

New features of the study include a discussion of foodservice industry trends relevant to products for operators

and end-users. Recommendations are provided with respect to growth opportunities within each product category. Another new feature of the study is a special section on the importance of natural and organic foods, the importance of health and wellness products, and effects of an aging population on the foodservice industry.

Below is a look at some of the findings from the frozen ethnic foods portion of the study. For more details, contact Bill Blodgett, Westport Consulting Group, Inc. at (847) 234-5797.

| FROZEN ETHNIC FOODS BY COMMERCIAL FOODSERVICE SEGMENT | | | |
|---|----------------------------|--|--|
| Customer Segment | 2008 Customer Segment Size | | Estimated Annual Average Real Growth (%) |
| | Manf. Sales in Millions \$ | % of Total Frozen Ethnic Foodservice Sales | |
| Full Service Restaurants | \$232.0 | 16% | 5 to 6% |
| Fast Casual | \$101.5 | 7% | 7% |
| Fast Food | \$116.0 | 8% | 6 to 7% |
| Hotels/Motels | \$159.5 | 11% | 6% |
| Recreation | \$43.5 | 3% | 4 to 5% |
| C-Stores | \$58.0 | 4% | 7% |
| Supermarket Delis | \$116.0 | 8% | 6% |
| Other Commercial | \$58.0 | 4% | 6% |
| TOTAL COMMERCIAL | \$884.5 | 61% | |