PERFORMANCE
FOODSERVICE

Performance Foodservice Operator Growth Program

A scalable infrastructure designed to help restaurant operators grow.

Concept Overview

THE INITIAL CONCEPT VS. THE SCALABLE SOLUTION

A-La-Carte Marketing Approach	PFG Operator Growth Program
Each restaurant requests different marketing services	Restaurants select from structured program tiers
Requires custom proposals and consultations	Simple decision: choose tier and style
Projects stall waiting for operator feedback	Curated system allows projects to move forward quickly
Multiple vendors must coordinate each project	Automated workflow triggers production and marketing tools
High operational complexity for sales reps	Easy for reps to introduce and explain
Difficult to maintain consistent quality	Standardized treatments ensure consistent results
Limited scalability across large operator networks	Designed to support hundreds or thousands of restaurants

Key Insight:

Traditional agency-style marketing is not designed to support thousands of independent restaurants.
The solution is not to build a larger marketing agency.
The solution is to build a system designed specifically for restaurant operators.

PERFORMANCE
FOODSERVICE

THE INDUSTRY PROBLEM

Restaurant Operators Are Under-Resourced in Marketing

Independent restaurants face growing pressure to maintain a strong digital presence, yet most operators lack the time, tools, or expertise to manage marketing effectively.

Common challenges include:

• **Outdated or poorly maintained websites**
• **Menus that are difficult to update online**
• **Inconsistent or unmanaged online reviews**
• **Limited visibility in local search results**
• **Little time to coordinate with marketing agencies**

Traditional agency models are built around custom projects — a structure that does not scale across thousands of independent restaurant operators.

The result is a gap between what restaurants need and what traditional marketing services can realistically deliver.

THE SOLUTION

A Productized Marketing System

Instead of custom marketing projects, this approach introduces a structured marketing system designed specifically for restaurants.

Operators activate the program in three simple steps.

1. Choose a marketing tier
2. Select a website and menu design style
3. Submit a short intake form

Once submitted, automation launches onboarding, production, and marketing infrastructure.

This approach removes the friction that normally slows marketing initiatives and allows the system to scale across hundreds or thousands of restaurants.

SYSTEM WORKFLOW

How the Program Works

1. Operator Chooses Style
Restaurant selects a marketing tier and chooses a website/menu design style.

2. Quick Intake Submission
Operator submits information through a simple form.

3. Automated Setup Begins
Automation launches onboarding workflows.

4. Style Kits Customized
Website and menu style kits populated with restaurant branding and content.

5. Marketing Goes Live
Review automation, CRM communication, and campaigns begin.

6. Restaurant Growth Infrastructure
The restaurant now has a functioning marketing system supporting visibility and growth.

By replacing custom marketing projects with a structured catalog and automated onboarding, Performance Foodservice can provide scalable marketing support to hundreds and even thousands of restaurant operators.

COMPETITIVE ADVANTAGE VS OTHER DISTRIBUTORS

Strengthening the Operator Relationship

Traditional Distributor Relationship	Performance Foodservice Operator Growth Program
Focus on products, pricing, logistics	Supports restaurant growth beyond distribution
Limited operator support tools	Structured marketing infrastructure
Restaurants manage marketing alone	Marketing systems implemented and maintained
Relationship centered on transactions	Relationship centered on operator success

Key Insight:

Helping restaurants grow their business strengthens loyalty to Performance Foodservice.

ILLUSTRATIVE PROGRAM STRUCTURE

Simple Program Tiers Designed for Restaurant Operators

Foundation	Growth	Accelerate
Automation & Reputation	Brand Presence	Traffic & Expansion
$299/mo	**$799/mo**	**Coming Soon**
Subscribe	Subscribe	Subscribe
Includes:	Everything in Foundation plus:	Everything in Growth plus:
Review generation automation	Restaurant website template	Google PPC campaigns
Google Business optimization	Menu design template	Meta/social advertising
SMS / email follow-ups	Seasonal menu refreshes	Advanced SEO optimization
CRM contact management	Local SEO improvements	Campaign reporting and optimization
Performance dashboard		

CATALOG CONCEPT

Restaurant Marketing Style Kits

Instead of requesting custom design work, operators select from a curated catalog of restaurant-ready styles.

Each option includes:

• Website layout designed for rapid deployment
• Menu design templates for fast updates and consistency
• Restaurant-appropriate typography and imagery
• Built to support online ordering, delivery services like DoorDash, and POS systems such as Toast

Example style categories:

• Modern Casual Dining
• Classic Restaurant
• Fast Casual
• Upscale Dining
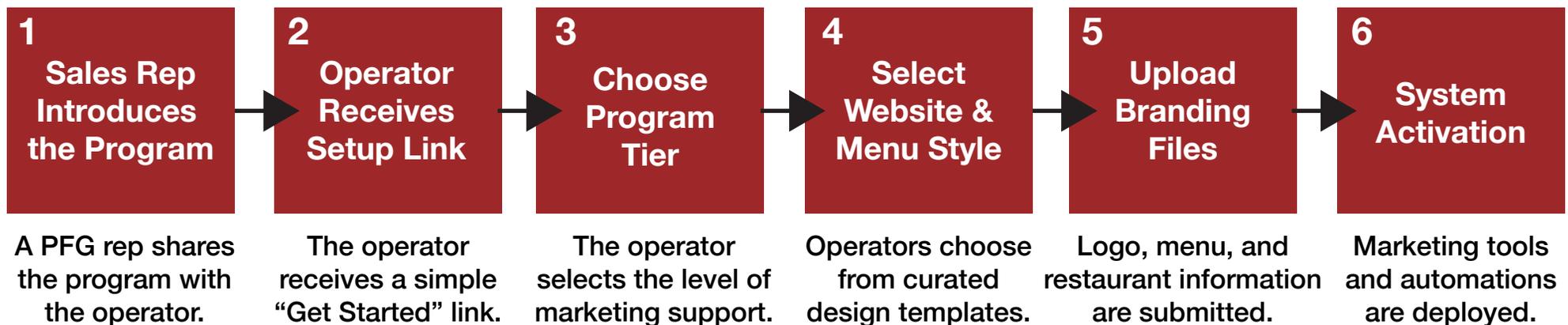• Multi-Location Restaurant Groups

Why the Catalog Model Works:

• Operators can choose a style that fits their brand
• Templates allow rapid production and consistent quality
• Structured templates significantly reduce production complexity and cost
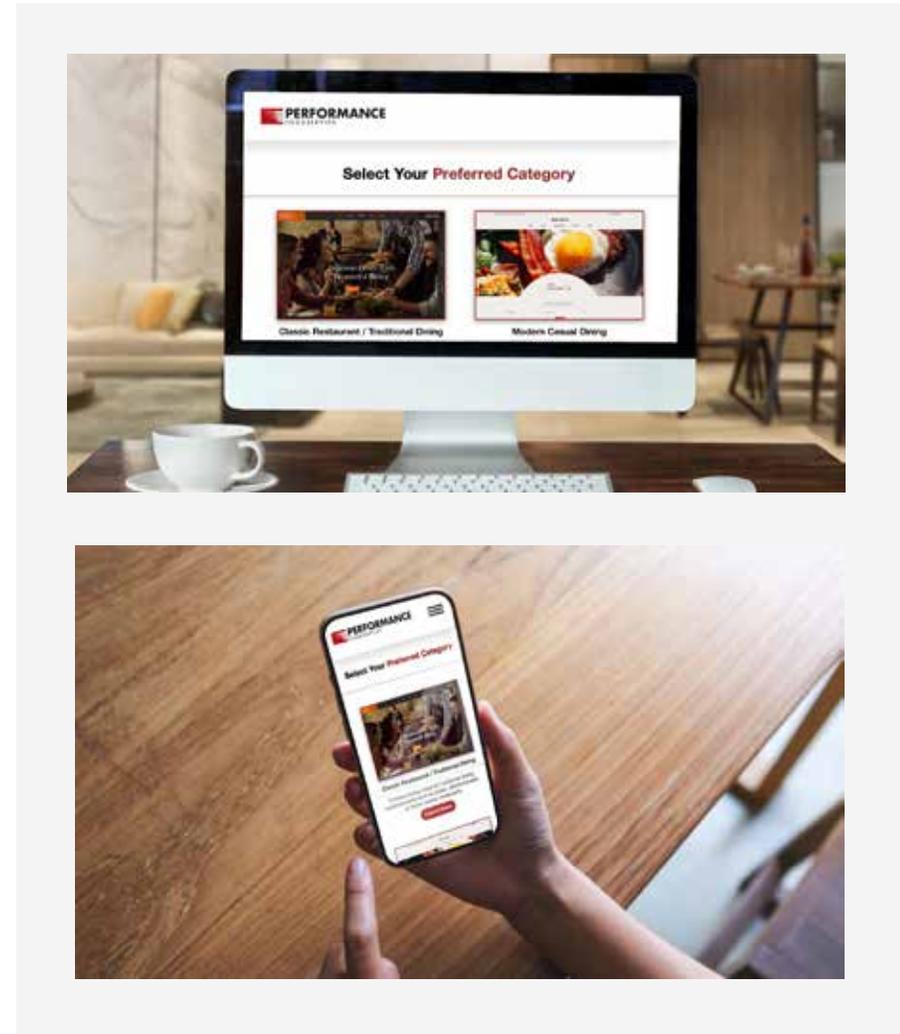
RESTAURANT SETUP PROCESS

Designed to be simple and fast.
Most operators can complete setup in about 5-10 minutes.

1 Sales Rep Introduces the Program	2 Operator Receives Setup Link	3 Choose Program Tier	4 Select Website & Menu Style	5 Upload Branding Files	6 System Activation
A PFG rep shares the program with the operator.	The operator receives a simple "Get Started" link.	The operator selects the level of marketing support.	Operators choose from curated design templates.	Logo, menu, and restaurant information are submitted.	Marketing tools and automations are deployed.

A NEW TOOL FOR SALES REPRESENTATIVES

The Current Challenge

Sales reps want to support their operators but have limited tools beyond pricing and logistics. When operators struggle with visibility, reviews, or outdated websites, reps often have no practical way to help.

Typical situations include:

• Restaurants with outdated websites
• Menus that are difficult to update online
• Poor online reviews affecting traffic
• Operators asking for marketing advice

Sales reps recognize the problem but lack a scalable solution.

A NEW TOOL FOR SALES REPRESENTATIVES

The Program Advantage

The Operator Growth Program gives reps a simple, structured way to help.

Instead of saying:

"We don't handle that."

Reps can say:

"We have a program designed to help operators grow."

The conversation becomes easy:

Choose a tier
Choose a restaurant style
Submit a quick intake form

The system handles the rest.

A NEW TOOL FOR SALES REPRESENTATIVES

The Result

Sales reps gain a new value-added tool for their operator relationships.

Benefits include:

• Deeper relationships with restaurant operators
• Additional reasons for operators to remain loyal to Performance Foodservice
• A practical way to help restaurants grow their business
• A differentiated value proposition compared with competitors

Sales representatives can introduce the program in minutes.

They simply:

• Send a link to the operator enrollment portal
• Walk through the setup together on a phone or tablet
• Help the operator choose a tier and restaurant style

Once submitted, the system handles onboarding and marketing setup automatically.

ECOSYSTEM DIAGRAM

Strengthening the Performance Foodservice Ecosystem

Visual structure:

Performance Foodservice

↓

Sales Representatives

↓

Restaurant Operators

↓

Marketing Infrastructure
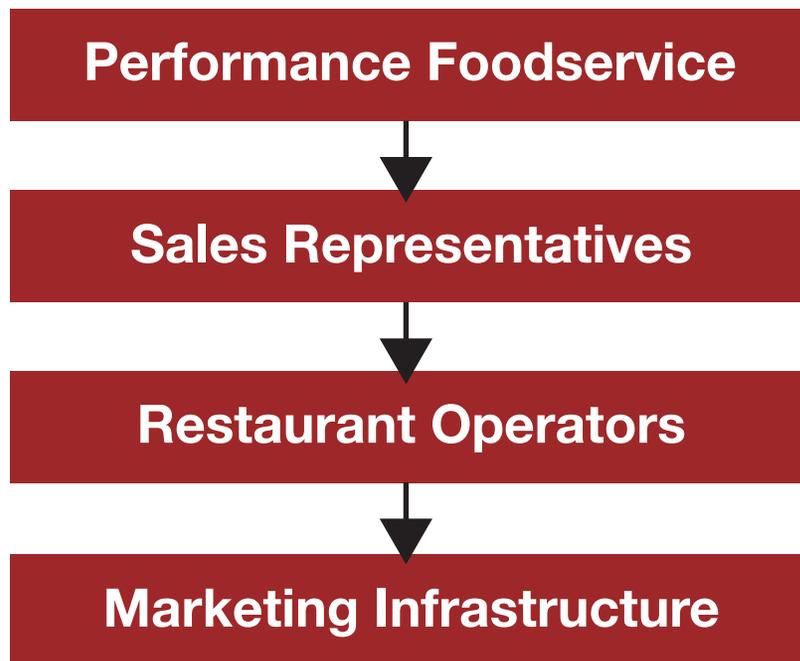
(Websites • Menus • Reviews • Advertising • CRM)

Outcome:

- Stronger operator relationships
- Improved restaurant growth
- Increased distributor loyalty
- Long-term ecosystem value

PILOT PROGRAM PROPOSAL

Launching the Program
Crawl. Walk. Run.
Rather than launching at full scale immediately, begin with a pilot.

Phase 1 – Pilot Launch

Virginia Pilot: 20–30 Restaurants
Select participating sales reps
Establish onboarding workflow

Phase 2 – Evaluation

Collect operator feedback
Measure review growth and digital visibility
Develop case studies

Phase 3 – Expansion

Introduce program to additional regions
Use case studies to drive adoption

Pilot Program Note: The initial Virginia pilot would likely begin with two program tiers to simplify onboarding and gather operator feedback before expanding the structure.

PERFORMANCE FOODSERVICE

HOW THE PROGRAM COULD EXPAND ACROSS THE NETWORK

Even modest adoption across the Performance Foodservice network could create meaningful impact for both operators and the company.

Early Adoption 25–50 Restaurants	Regional Growth 100–250 Restaurants	Network Impact 500+ Restaurants
Initial pilot across Virginia	Marketing infrastructure supporting hundreds of operators	Thousands of restaurant customers benefiting from the system
Early operator success stories	Consistent digital presence across participating restaurants	Stronger operator loyalty to Performance Foodservice
Sales reps begin introducing the program	Growing library of templates and case studies	Improved restaurant visibility and customer engagement
Feedback used to refine onboarding and templates	Sales teams gain a new value-added tool for operator relationships	A scalable operator growth platform embedded within the ecosystem

A system designed for one restaurant works.
A system designed for hundreds creates a strategic advantage.

POTENTIAL NEXT STEPS FOR EXPLORATION

1. Develop website and menu template catalog

2. Configure automation onboarding workflows

3. Select pilot sales representatives

4. Launch pilot with participating operators

5. Measure results and collect feedback

6. Expand program across regions

CLOSING STATEMENT

The goal is not simply to offer marketing services.

The goal is to **strengthen the Performance Foodservice operator ecosystem by helping restaurants grow their businesses.**

By supporting operator growth, Performance Foodservice strengthens the entire network, creating deeper relationships, stronger restaurants, and long-term loyalty.

THANK YOU

PERFORMANCE
FOODSERVICE

Prepared for
Performance Foodservice.