



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

Each restaurant requests different marketing services

Requires custom proposals and consultations

Projects stall waiting for operator feedback

Multiple vendors must coordinate each project

High operational complexity for sales reps

Difficult to maintain consistent quality

Limited scalability across large operator networks

PFG Operator Growth Program

Restaurants improve and activate their existing digital presence

Simple starting point: connect and optimize

Structured system allows projects to move forward quickly

Automated workflow triggers production and marketing tools

Easy for reps to introduce and explain

Standardized processes ensure consistent results

Designed to support hundreds or thousands of restaurants

Key Insight:

Traditional agency-style marketing is not designed to support thousands of independent restaurants.

The opportunity is not to build more custom solutions. It is to improve and activate what restaurants already have through a scalable system.

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. In many cases, restaurants already have a website, but it is outdated, difficult to update, and not contributing meaningfully to growth.

Common challenges include:

- Existing websites that are slow, outdated, or not mobile-friendly
- Menus that are difficult to update or inconsistent across platforms
- Limited visibility in local search results
- Inconsistent or unmanaged online reviews
- No clear way to track performance or customer engagement
- Little time to coordinate with marketing vendors

Traditional marketing approaches focus on building new websites or managing disconnected services. Models that are time-consuming, difficult to scale, and often fail to deliver consistent results.

The real opportunity is not to replace what restaurants already have, but to improve and activate it as part of a system designed for growth.

THE SOLUTION

A Smarter Approach to Restaurant Marketing

Instead of replacing existing websites, this approach focuses on improving and enhancing what restaurants already have.

Most operators already have a website in place, but it often underperforms, is difficult to update, and lacks the tools needed to support growth.

Operators activate the program in three simple steps.

1. Connect your existing website
2. Optimize and enhance using AI-driven tools
3. Activate marketing and growth infrastructure

By leveraging AI-driven tools, existing websites can be optimized for speed, responsiveness, and conversion, then integrated into a unified system that supports ongoing marketing, automation, and performance tracking. Operators can then scale their marketing support through structured program tiers based on their growth goals.

This approach removes the friction of full redesigns while creating a scalable infrastructure designed to help restaurants grow.

FROM WEBSITE TO GROWTH ENGINE

Traditional Website

Static

Hard to update

No tracking

No automation

Optimized System

Fast and responsive

Integrated tracking

Automated follow-up

Built for growth

Most restaurant websites function as static digital brochures. They are difficult to update and disconnected from marketing efforts.

By optimizing the existing website and integrating it into a unified system, it becomes an active growth tool, supporting visibility, automation, and measurable customer engagement.

SYSTEM WORKFLOW

How the Program Works

1. Operator Connects Existing Website

Restaurant provides website access or domain information.

2. Quick Intake Submission

Operator submits key business details, branding, and menu information.

3. Automated Optimization & System Setup

Website is enhanced for performance, responsiveness, and structure.

4. Website Enhanced And Deployed

Optimized version is deployed within the system environment.

5. Marketing And Automation Go Live

Review generation, CRM communication, and campaigns begin.

6. Growth Infrastructure Begins

The restaurant now has a system supporting visibility, engagement, and repeat business.

By optimizing existing websites and combining them with automated marketing infrastructure and automated onboarding, Performance Foodservice can provide scalable marketing support to hundreds or even thousands of restaurant operators.

COMPETITIVE ADVANTAGE VS OTHER DISTRIBUTORS

Strengthening the Operator Relationship

Traditional Distributor Relationship

Focus on products, pricing, logistics

Limited operator support tools

Restaurants manage marketing alone

Relationship centered on transactions

Performance Foodservice Operator Growth Program

Supports restaurant growth beyond distribution

Structured marketing infrastructure

Marketing systems implemented and maintained

Relationship centered on operator success




Key Insight:

Helping restaurants grow their business strengthens loyalty to Performance Foodservice.

ILLUSTRATIVE PROGRAM STRUCTURE

Simple Program Tiers Based on Level of Growth Support

Each tier represents a different level of marketing support, starting with foundational visibility tools and expanding into full growth and customer acquisition strategies. Once a restaurant's website is optimized and activated, operators can scale their marketing support based on their growth goals.

Foundation  Automation & Reputation	Growth  Brand Presence	Accelerate  Traffic & Expansion
\$299/mo	\$599/mo	Coming Soon
Subscribe	Subscribe	Subscribe
Includes:	Everything in Foundation plus:	Everything in Growth plus:
<ul style="list-style-type: none">Review generation automationGoogle Business optimizationSMS / email follow-upsCRM contact managementPerformance dashboard	<ul style="list-style-type: none">Website optimization and performance enhancementsMenu optimization and update supportSeasonal content updatesLocal SEO improvementsConversion and engagement enhancements	<ul style="list-style-type: none">Google PPC campaign managementSocial media advertising (Meta platforms)Advanced SEO optimizationCampaign reporting and performance optimization

CATALOG CONCEPT

Optional Website Enhancements & Style Upgrades

While most operators can improve their existing website, a curated set of design frameworks remains available for restaurants that need a full refresh or redesign.

Each option includes:

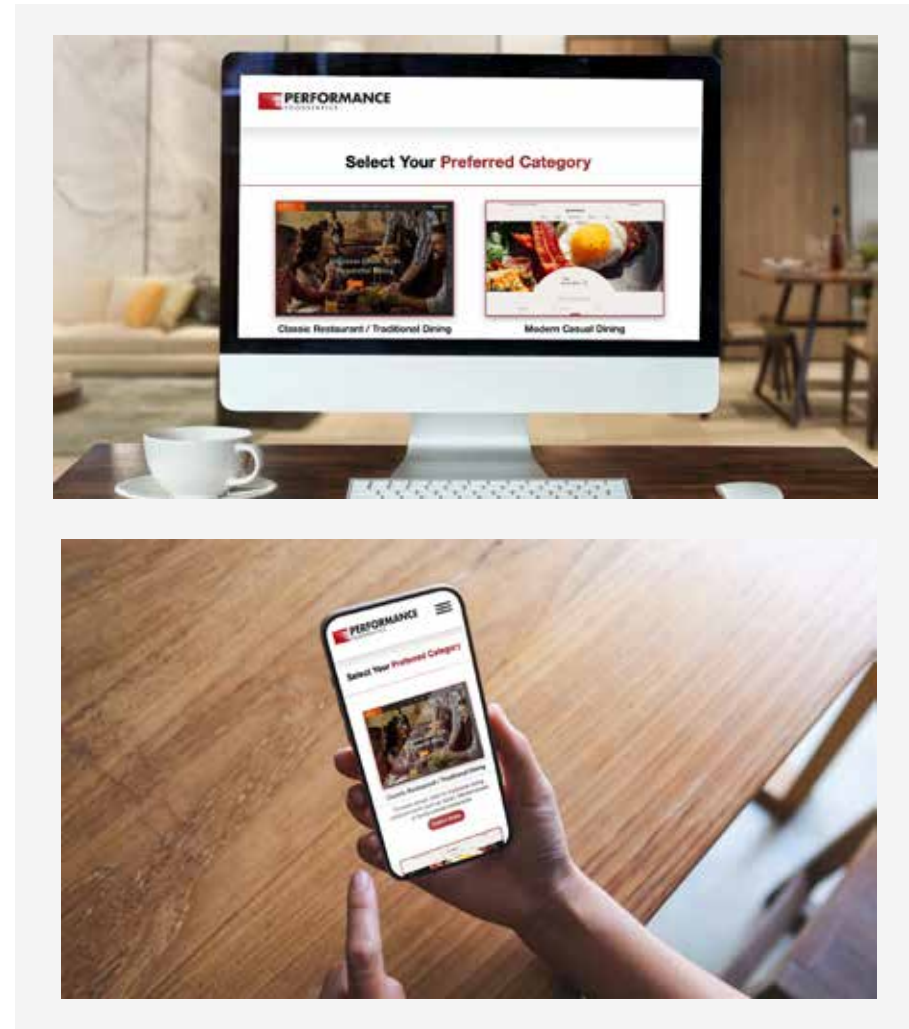
- Website layout designed for rapid deployment
- Menu design systems for fast updates and consistency
- Restaurant-appropriate typography and imagery
- Built to support online ordering, delivery services like DoorDash, and POS systems such as Toast

Example style categories:

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

Why the Catalog Model Works:

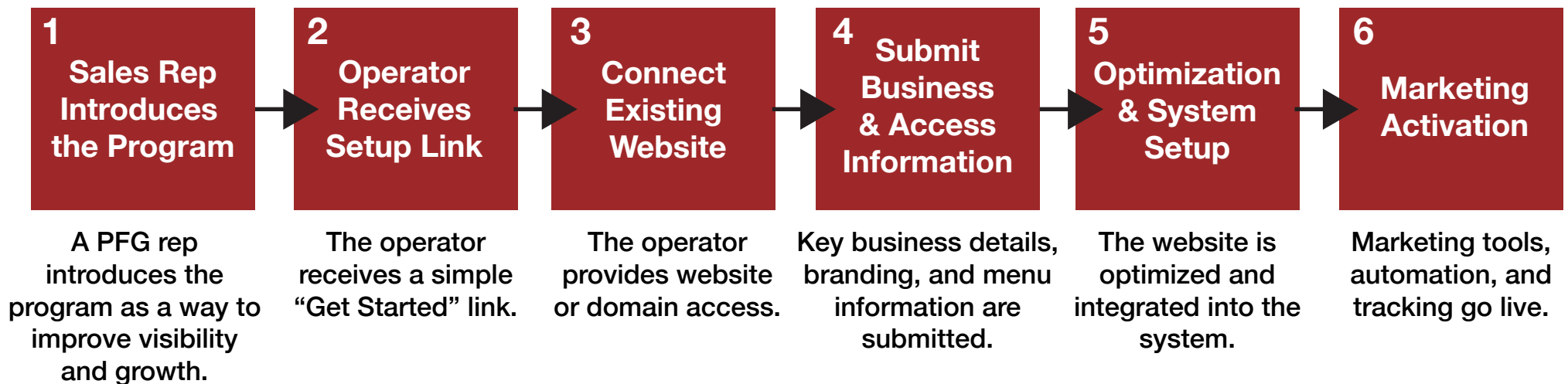
- Operators can choose a style that fits their brand
- Pre-built frameworks allow rapid production
- Structured layouts significantly reduce production complexity and cost



RESTAURANT SETUP PROCESS

Designed to be simple and fast.

Most operators can complete setup in about 5-10 minutes.



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 improve your visibility and grow your business.”

The conversation becomes easy:

Connect your existing website
Choose a level of growth support
Activate the system

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:

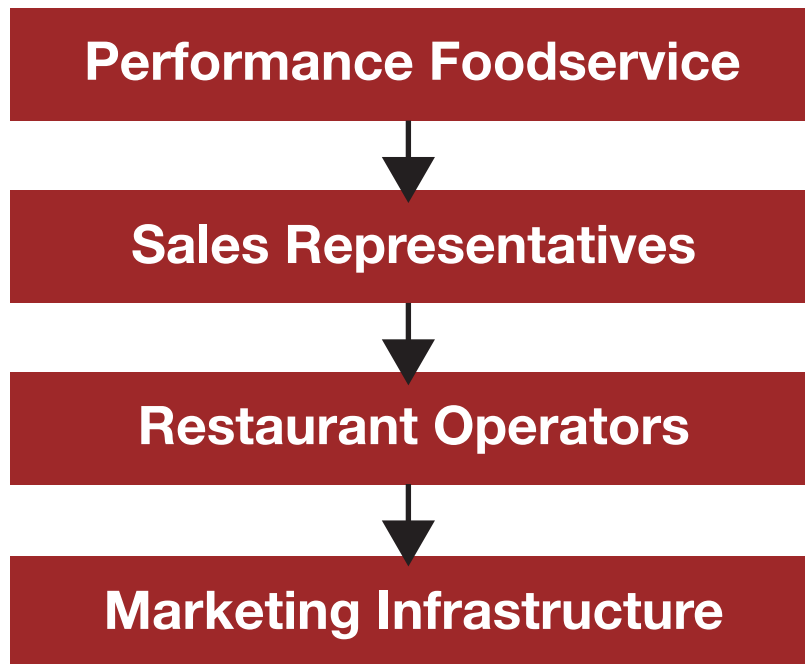
- Send a link to the operator enrollment portal
- Walk through the setup together on a phone or tablet
- Help the operator connect their website and submit basic information

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

ECOSYSTEM DIAGRAM

Strengthening the Performance Foodservice Ecosystem

Visual structure:



(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 (Foundation and Growth) to simplify onboarding and gather operator feedback before expanding the structure.

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

Initial pilot across Virginia

Early operator success stories

Sales reps begin
introducing the program

Feedback used to refine
onboarding and templates

Regional Growth 100–250 Restaurants

Marketing infrastructure
supporting hundreds of operators

Consistent digital presence
across participating restaurants

Growing library of design
frameworks and case studies

Sales teams gain a new
value-added tool for
operator relationships

Network Impact 500+ Restaurants

Thousands of restaurant customers
benefiting from the system

Stronger operator loyalty to
Performance Foodservice

Improved restaurant visibility
and customer engagement

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 enhancement and design framework 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

Prepared for
Performance Foodservice.

