



Gordon
FOOD SERVICE

MD-DHCC Fall Workshop: *Who is GFS?*
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When Relationships Matter, You Feel Like Family

Gordon Food Service is North America's largest privately held, family-managed foodservice distributor, founded in 1897 on a promise of serving the community.

Through the years, personal ties have been most important. That's why our company's Cornerstone Values start with "Customer is King" – a declaration you can count on in the relationship-centric foodservice business.

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Our Cornerstone Values

Principles that guide our every interaction, and how we evaluate our performance.

- Customer is King
- War Room Mentality
- Networking Organization
- Integrity
- Rewards for Performance
- Philosophy of Sharing
- Everyone is Important

[GFS Video](#)

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AT A GLANCE

Gordon FOOD SERVICE STORE **175+** locations

3,300 the average number of products in a store

est. 1897 **120+** years in business

5 GENERATIONS of the Gordon Family

North American Headquarters
WYOMING, MI

Largest privately-held foodservice distributor in North America

CORNERSTONE VALUES

- Customer is King
- Rewards for Performance
- Integrity
- Philosophy of Sharing
- Networking Organization
- Everyone is Important
- War Room Mentality

Delivery

>100,000 CUSTOMERS receive truck deliveries.

INDEPENDENT RESTAURANTS, SCHOOLS, COLLEGES AND UNIVERSITIES, LONG-TERM CARE CENTRES, HOSPITALS, REGIONAL AND NATIONAL CHAIN RESTAURANTS

Stores*

4 million CUSTOMERS served through Gordon Food Service Store

INDEPENDENT RESTAURANTS, PARTY PLANNERS, FAMILIES, NON-PROFIT ORGANIZATIONS, CATERERS

\$14+ BILLION in sales

20,000+ employees

21 PRIVATE BRANDS

KITCHEN ESSENTIALS, ESSENTIALS, Gordon CHICKEN, ABBAY, PETER MUELLER, ESCAMPA, PASTORAL, PASTORAL, CRISPYS, FARM TO TABLE, PRIMO GRATO, FARMERS MARKET, HALPERNS, GORDON'S, MOSAIC, LITTLE CAESARS, CROWN ROYAL

We carry thousands of national brands.

10,000+ average number of SKUs in a DC

>3,500 suppliers in our product supply chain

Stewardship Statements of Direction

- Ensure Corporate Sustainability
- Minimize Environmental Impact
- Promote Social Responsibility

24 DCs in North America

16 in US, **8** in CN

22,000 deliveries per day

2,700 TRACTORS

130 MILLION miles driven annually

7 SPECIALTY COMPANIES

INTERCITY, Taste of Lebanon, FARM TO TABLE, TILLYN, HALPERNS, Iberia

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Commitment to Diversity

Our Vision of Diversity

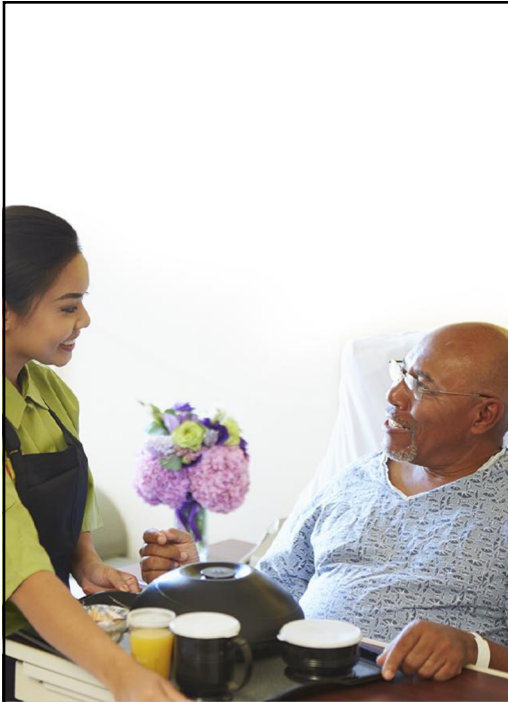
We want to grow and sustain the business by meeting the needs of the increasingly diverse customers, suppliers and communities we serve.

To help achieve this goal, we are members of:

- Multicultural Foodservice & Hospitality Alliance (MFHA)
- National Restaurant Association (NRA)
- Women’s Foodservice Forum (WFF)



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Healthcare Solutions

We understand the challenges facing foodservice operations in the healthcare industry:

- Increasing level of care
- Regulatory changes
- Cost containment
- Guest Satisfaction

How we provide the help you need:

- Extensive product line
- Experience and expertise
- Nutrition Resource Center
- Technology tools
- Training
- Value-Added Services

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Nutrition Resource Center

Our registered dietitians and support team are available to help your operation in a variety of ways:

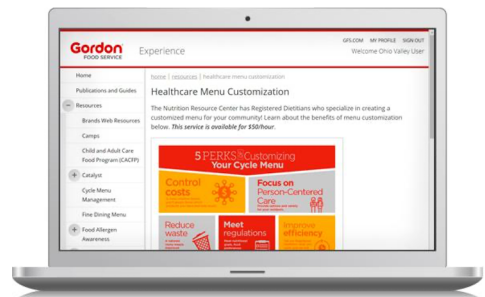
- Nutrition, wellness and food safety information
- Ingredient, nutritional content and allergen analysis
- Training and staff preparation
- ServSafe certification classes
- Tools and services to improve menu accuracy and transparency

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Healthcare Menu Templates

The Nutrition Resource Center releases menu templates twice a year.

- Five-week seasonal cycles
- Use as they are or modify to meet your community's unique goals and preferences
- Registered dietitians available for healthcare menu customization
- Menu templates meet a variety of nutritional guidelines
- Menus are available in Cycle Menu Management



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Food Safety

This is a top priority for every kitchen. We provide access to the best resources and strategies, so you can serve with confidence.

- Training modules on food safety, sanitation, personal hygiene and foodborne illness
- Food safety and sanitation forms and logos
- ServSafe Training
- National food safety certification classes online and in-person
- Food safety emails
- Product Recall Process

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Stewardship



Minimize Environmental Impact

Our planet is the source of our food and the future of our children. Sustainable operations and practices are vital to us.



Promote Social Responsibility

We care for our extended family of employees, as well as our customers, suppliers and the communities we serve.



Ensure Corporate Sustainability

Steady growth allows us to serve our customers, provide jobs, pay taxes and support the communities where we live and work.

Gordon Food Service®

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Clear Choice™ Program

Transparency to cleaner labels, responsibly sourced and sustainable products

- Find and select from thousands of products across seven categories of claims and third-party certifications.



Cleaner
Ingredients



Specialty
Agriculture



Animal
Care



Sustainable
Seafood



Ethically
Sourced



Environmentally
Friendly



Dietary
Attributes

Gordon Food Service®

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Chemical and Beverage Services

Warewash, laundry, cleaning and beverage solutions. We supply all of the products and service so your business can thrive.

- 24/7 service and support
- State-of-the-art equipment
 - Coffee and juice dispensers
 - Chemical dispensers
 - Dish machines
- All service needs are handled by Gordon Food Service professionals
- Most repairs done on-site
- User training available

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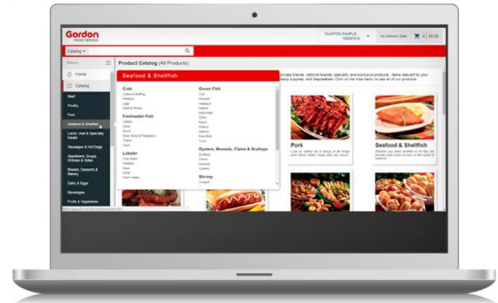
Gordon Food Service®

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Online Ordering

Choose from an entire catalog of products. You can get exactly the item that fits your needs and order it when it fits your schedule.

- User-friendly design
- Order from a PC, Mac, tablet or smartphone
- Create your own customized ordering lists
- See unit pricing to make comparisons easier
- Know ahead about multi-day and early order requirements
- Receive email or text order confirmations
- Get estimated delivery time text alerts



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Gordon Now Digital Assistant

The first of its kind in the foodservice industry. Manage your business whenever, wherever and however you want.

Voice

- Built on the Google Assistant platform
- Works on Google Assistant enabled devices
 - Android phones, app for iPhones, Google Home smart speakers and smart displays

App

- Find out when your truck will arrive
- See what was out of stock or short shipped

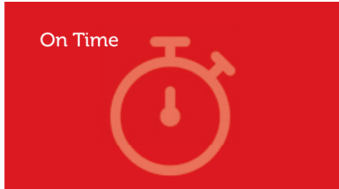
Chat

- Artificial chat intelligence
- Live chat with customer service

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Tracking What is Important to You: Quality Service

We measure our performance on every order through our Customer Experience Indicator (CEI).



On-time arrival:
Must be made within a defined delivery window to be considered on time.



In-stock:
All items on an invoice must be 100% fulfilled to be considered a success.



Zero credits:
All items on an order must be 100% free of credits (except weather and product recalls) to be success.

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Gordon Food Service Shows

We invite operators of all kinds to attend our shows, where we bring together suppliers, industry experts and people who love food:

- Multiple cities
- Hundreds of exhibitors
- Thousands of items
- Menu trends & ideas
- Continuing Educational opportunities
- Cooking demonstrations
- Show incentives
- gfsfoodshow.com

Gordon[®]
FOOD SERVICE

Virtual **SHOW**

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Showing Our Heart to Serve

We support the communities we serve and maintain a legacy of charitable giving through:

- Food donations from distribution centers, stores & shows
- Employee service opportunities
- Meal preparation & serving to those in need
- Disaster relief
- **Heart to Serve** mission trips
- Partnerships with United Way, Habitat for Humanity and Truckers Against Trafficking

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