



Home New Items Featured Suppliers Rebates & Coupons Contact Us

**NEW** *Tyson*  
Timeless Recipe  
Fried Chicken  
**NO BONES. ALL FLAVOR.**

**Tyson FoodService**  
Working at the Heart of Your Menu™

Upcoming Events *More*

**Mar 11** ALL ROADS LEAD TO AMARILLO! Get Your Tickets, Bring A Friend, and Be on the Road to the Historical Adventure of a Lifetime!

**Apr 01** SEE E. KEITH NEW MEXICO Join us in Albuquerque for a day full of food, equipment and supply demonstrations, and fun!

About The New Keith IQ

Featured Videos

Sponsored

**BLOUNT FINE FOODS SOUPS**  
Offer your customers inspired products that span seafood favorites to healthy & world sensations.

**BUFFALO'S Hot/Spicy Wings**  
The original BUFFALO'S® chicken wings will not disappoint!

**CAP'N JOE'S BLUE CRAB**  
For over 50 years, Cap'n Joe's has set the standard for crab and seafood specialties.

Trending this Week <>

 <b>TYSON BREAKFAST BREAKFAST</b>	 <b>Great Sabor "Fully Cooked" Tamales</b>	 <b>Now in Stock Gran Sabor Tostitos and Chips</b>	 <b>Bacon Wrapped Pork on a Stick</b>
 <b>Brookwood Farms Slow Roasted Barbecue</b>	 <b>Simplex Best Arm Ale Beer Battered Sidewinders</b>	 <b>Gran Sabor Fajita Meat</b>	 <b>Wright's Brand Ham Off the Bone from Tyson Foods</b>



Convey  
for  
Foodservice

# Convey for Foodservice

Convey for Foodservice is a complete program that provides foodservice distributors with an online content, training and engagement portal at no cost. The program is used to engage and inform the DSR, the operator, or both. Content and training is added by invited suppliers and by the distributor.

## For Sales

Convey is a single online location for the District Sales Rep to get the valuable information needed to do his job.

Convey sales portals contain content added by both the supplier and the distributor. Typical content includes rebates & coupons, sell sheets, industry insights, training, food safety, nutrition information and more.

TMs login daily, find out what's new, easily search for information and use that information to engage the operator.

Management can track and monitor sales activity to make sure everyone is on track.

## For Operators

Distributors can design their Convey program to educate and inform the operator on the latest product, food safety, trends, and menu ideas.

Operators login, view training videos and product literature, or explore trends and ideas. They can bookmark what they like, come back to it later or download it to their computer.

Distributors and their suppliers gain valuable marketing insights by tracking what operators are looking at and how often they access content. Use that insight to adjust messaging, give better advice, and to drive additional orders.

The screenshot displays the Convey FoodService website. At the top, the logo features a blue atom-like symbol next to the text 'Convey FoodService'. Below the logo is a navigation bar with links for 'Home', 'New Items', 'Featured Suppliers', 'Rebates & Coupons', and 'Contact Us'. A large banner image shows a plate of fried chicken with the text 'NEW NO BONES. ALL FLAVOR.' and 'Tyson Timeless Recipes Fried Chicken'. To the right of the banner is the Tyson FoodService logo with the tagline 'Working at the Heart of Your Menu™'. Below the banner, there are three main content areas: 'Upcoming Events' with a calendar showing dates for March 11 and April 01; 'About The New Keith IQ' with a video player icon; and 'Featured Videos' with a video thumbnail for 'ALL NATURAL HUMAN SMOKED FISH CO.'. At the bottom, there is a 'Sponsored' section with three items: 'BLOUNT FINE FOODS SOUPS', 'BUFFALOOS Hot/Spicy Wings', and 'CAPTAIN JOE'S BLUE CRAB'. To the right of the sponsored section is a 'Trending on Keith IQ' section with a grid of eight food items, each with a small image and a title: 'TYSON BREAKFAST BREAKFAST', 'Gran Sabor "Pully Cooked" Tamales', 'Now in Stock! Gran Sabor Tamales and Queso', 'Bacon Wrapped Pork on a Stick', 'Brookwood Farms Slow Roasted Barbecue', 'Simplex Best Arm Ale Beer Battered Sidewinders', 'Gran Sabor Fajita Meat', and 'Wright's Brand Ham Off the Bone from Tyson Foods'.

# Benefits to the Foodservice Distributor

Convey delivers profit to foodservice distributors because the program is funded by the supplier. Distributors become more competitive in the marketplace with a unique technology platform designed to inform and engage the operator as well as the DSR. And....Convey does the work for you!

## No Cost with Profit Opportunity



**Only 25 suppliers are needed** to participate in the program to cover the cost and generate profit. You set the price for each supplier and you are in control of the financial relationship.

## Convey Manages the Program



Convey manages the site, teaches the supplier and organizes the program. No additional staff is needed from the distributor. **All you do is get the supplier to agree and we do the rest!**

## Makes You More Competitive



Operators get a unique experience that is easy to use. They login, get ideas, training, recipes and new ways to run their restaurant. You are seen as the link to this value-added information.

## You Analyze the Results



You can see who logs in, what they look at, and where they go on the site. We can make sure that content is updated regularly and run reports to ensure that everything is current.

## Saves Time, Easy to Use



Supplier content and training is organized in one site and information is easy to find. Both the operator and DSR save time in looking for what they need.

## Helps the DSR



DSR's can now get information in one place, have materials to take into a sales call, and keep up with those valuable rebates and coupons added by the supplier.

# Convey for Foodservice Sales

The **Convey for Foodservice Sales** program makes it easy for the District Sales Rep to find all the information he needs to do his job in a single, convenient online location.

## All in One Place



With Convey, the DSR has one online place to go for rebates & coupons, industry insights, sell sheets, training, product information, food safety and more. DSRs use these ideas to take to their operators to drive revenue.

## Saves Time, Increases Productivity



Time that should be spent meeting with customers is often wasted in looking through emails or searching multiple websites to find information. Convey eliminates wasted time by making information easy to find and act on.

## Educates & Engages



Distributors and their suppliers have valuable training and education that the TM can access 24 X 7 on the Convey platform reviewing it at his or her convenience.

The screenshot displays the Convey FoodService website. At the top, the logo and navigation menu (Home, New Items, Featured Suppliers, Rebates & Coupons, Contact Us) are visible. A featured banner for Tyson FoodService promotes 'Timeless Recipe' Fried Chicken with the tagline 'NO BONES. ALL FLAVOR.' Below this, there are sections for 'Upcoming Events' (listing dates in March and April), 'About The New Keith IQ' (with a play button icon), and 'Featured Videos' (showing a video thumbnail for 'ALL NATURAL WILD FISH CO'). A 'Trending this Week' section features a grid of food items with titles like 'BLOUNT FINE FOODS SOUPS', 'BUFFALO'S Hot/Spicy Wings', 'CAPIN JOE'S BLUE CRAB', 'TYSOIN BREAKOUT BREAKFAST', 'Gran Sabor "Fully Cooked" Tostitos', 'New In Stock Gran Sabor Tortillas and Chips', 'Bacon Wrapped Pork on a Stick', 'Brookwood Farms Slow Roasted Barbecue', 'Singlet Boat Arm Als Bani Battered Sandwiches', 'Gran Sabor Tights Meat', and 'Weight Brand Items Off the Bone from Tyson Foods'.

# Convey for the Operator

The **Convey for Operators** program provides a value-added online service from the distributor to share ideas, supplier information and training in a single online location

## Ideas, Insights, Training



Operators can gain access to valuable information, training, and ideas that inspire new ways to drive more revenue and profit from the restaurant. Distributors control the information the operator has access to.

## Market Intelligence



The DSR can direct his operators to the Convey platform to get information from the distributor and their suppliers in a single, convenient location. Distributors now can see what the operator looks at and adjust their marketing strategy.

## Integrates With Other Systems



Convey platforms can be integrated with other systems like order entry so the operator can move between systems without having to log out and log back in.

The screenshot shows the Convey FoodService website. At the top is the logo and navigation menu: Home, New Items, Featured Suppliers, Rebates & Coupons, Contact Us. Below the navigation is a featured banner for Tyson FoodService with the text "NEW NO BONES. ALL FLAVOR." and "Tyson Timeless Recipe Fried Chicken". To the right of the banner is the Tyson FoodService logo and the tagline "Working at the Heart of Your Menu". Below the banner are three main sections: "Upcoming Events" with a calendar for March 11 and April 01, "About The New Keith IQ" with a play button icon, and "Featured Videos" with a video thumbnail for "ALL NATURAL HAWAIIAN FISH CO.". Below these sections is a "Trending this Week" section with a grid of food items: Tyson Breakfast Breakfast, Gran Sabor "Fully Cooked" Tostitos, Now in Stock Gran Sabor Tortillas and Chips, Bacon Wrapped Pork on a Stick, Brookwood Farms Slow Roasted Barbecue, Single Best Arm Ale Bee! Buttered Steakwenders, Gran Sabor Fajita Meat, and Wright's Brand Ham Off the Bone from Tyson Foods.

# The Portfolio

A Convey portal is divided into **Portfolios** that contain content, training, and information added by suppliers or by the distributor. Portfolios are managed independently.

## Managed by the Supplier or Distributor



Portfolios are segments of a Convey platform that can be managed independently by invited suppliers or by distributor employees. They have banners, folders, web pages, a calendar and content.

## A Variety of Content



Content is added in minutes and can contain files that are viewed online or downloaded. Upload training videos, PowerPoint presentations, sell sheets, recipes and more. Track who looks at or download content.

## Organized and Searchable



Content is searchable by keywords in the title, description or the content file. Organize content into folders within a portfolio or create content directories on the home page of the site.

Ventura Foods, LLC [Edit Portfolio](#)

Contact: See Contacts Page  
Website: <http://www.venturafoods.com/what-we-...>

Portfolio

Portfolio Description

Remember  
dressing is a key component of salad's appeal!

Golden Harvest  
Premium Salad Dressings

Contacts The Ventura Edge

In the Portfolio

Filter by Title Sort by 10 per page

- All Posts
- New Stocked Items
- POS Material
- Rebates & Coupons
- Recipes
- Insights
- Training Videos
- Supplier Catalog
- SDS
- Blog
- Featured
- Calendar

Filter By

- Posts Types
- Topics
- Industries
- Event Locations
- Event Date

Flavored Dressings Product and Sales Training  
Ventura Foods deep dive training deck for flavored dressings. What the differences ...  
# Slide Presentation [View](#)

Ben E Keith Culinary Bases Training Presentation  
This training presentation's Training Objectives include:Understanding the category ...  
# Slide Presentation [View](#)

Ben E Keith White Goods Training Presentation  
This White Goods Training Presentation will guide you through:Product Cutting Guid...  
# Slide Presentation [View](#)

Ben E Keith Frying Oils Training Presentation  
In this Frying Oils Training presentation, you'll review: The BasicsTrends and Insight...  
# Slide Presentation [View](#)

Ben E. Keith Dressings & Sauces Brochure  
This new Ben E. Keith Dressings and Sauces brochure is a great tool to aid in your s...  
# Product Catalog [View](#)

Ben E. Keith Recipe Card - Asian Chicken Noodle Salad  
This recipe card is great for food shows with a QR code for quick reference to BenE...  
# Recipes [View](#)

# The Financial Model

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A Convey site is funded by subscriptions that are paid by the supplier. Convey wholesales the service to the distributor who then negotiates pricing with each individual supplier.

## Overview

The Convey for Foodservice program is designed to be **at no cost** to the foodservice distributor. Category managers invite their suppliers to participate, negotiate the subscription price, and invoice the supplier. Convey manages the entire program including site management, training and working with the supplier, and helping the distributor with its content strategy.

## Pricing

### Pricing

Convey collaborates with the distributor to create pricing for supplier subscriptions. The pricing strategy is based on the significance of the supplier and the size of the distributor. Category managers then have the option of marking up the Convey subscription price to generate profit.

## Invoicing

### Invoicing

Convey invoices the distributor once a quarter for supplier subscriptions. The distributor is responsible for invoicing the supplier and collecting payment.

## Supplier Subscription Benefits

- ✓ More convenient way to deliver content
- ✓ Engage and engage the District Sales Rep
- ✓ Deliver training online
- ✓ Promote the company and its products
- ✓ Offer new ideas and insights
- ✓ Potential to engage the operator