



MANUFACTURERS REPRESENTATIVES

"Connecting Partnerships"

DISTRIBUTION SALES
2024



NEXUS CORPORATE HEADQUARTERS

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nexus

DISTRIBUTION SALES
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COMPANY PROFILE

Nexus started out, in 1985, as a small family owned Manufacturer's Representative Agency in Northern California and today we are proud to say that we have grown and expanded into 11 Western states. We specialize in promoting and marketing foodservice and janitorial disposables as well as chemicals and a variety of equipment into the distribution community. We have found that in order to be successful we have to be actively engaged with not only our partner distributors but with the largest key operators in all of our regions. This strategy has helped us find new sales growth year after year for our client manufacturers. Our valued operator and distributor customers are the key channels to entry into any given marketplace. As a result Nexus provides our customers with a variety of sales tools and services that

have proven over the past 30+ years to be critical in assisting both distributors and operators in properly choosing the right products for their needs. We are experts in technical product training, onsite product demonstrations, logistical order tracking, online digital marketing, cost control analysis, merchandising, menu innovation, product sourcing along with custom operational application consulting. We pride ourselves in responding quickly with answers and providing a high level of service to meet our customers' needs. It's a challenge every day to meet the growing demand within our industry but because of who we have become, how we have evolved and what we have learned we believe that we can be the link or the "nexus" to bridge the gap in any opportunity.

WHAT WE DO

- Sales - Foodservice & Paper Distribution
- Sales - Janitorial Distribution
- Operator Product Placement
- Consulting & Product Training
- Merchandising
- Digital Marketing & Product Promotion
- International Product Sourcing
- Customer Service - Order Processing
- Administrative Marketing Support

HOW WE DO IT

- **EXPERIENCE** - Over 250 years of combined industry experience and training among our employees in 11 states.
- **SALES STRATEGIES** - In all of our regions we spend 50% of our time with distributors and 50% with large key operators.
- **ADMINISTRATIVE EFFICIENCIES** - Our Inside Sales Support staff alleviates administrative workload that allows our Account Executives to dedicate more of their time to their customers in the marketplace.
- **TECHNOLOGY** - Our unique CRM and cloud-based enterprise technologies give us the capability to digitally promote new products to customers through email, online newsletters and social media campaigns.
- **RELATIONSHIPS** - Our sales executives maintain hundreds of customer relationships that give us quick entry into markets for our partner factories.

WHERE WE ARE



★ Office Locations ● Sales Territories



DISTRIBUTION SALES



In all of our eleven western states our distribution partners are critical to our success. We strive to help them by presenting the options related to our manufacturers product categories and then we work to promote the products that they choose to stock with creative marketing flyers, sales meetings, providing samples as well as educating their salesforce with technical training and operator call support. Here are some of the key support roles we offer to our distributor partners:

PRODUCT SOURCING

If one of our manufacturers does not have the product that a customer needs, Nexus can source suppliers globally to find what our customers need to help them make their business grow.

QUALITY CONTROL

We know that our products have to be functional within our customers operational applications. As a result, we are quick to respond to any quality control issues with our factories products.

COST CONTROL ANALYSIS

Our Account Executives understand the costs associated with rising raw materials costs within operational applications. We strive to give our customers a range of value options so that they can make informed decisions.

QUICK ANSWERS

We strive every day to research, inquire and then respond back as fast as possible. We know that our customers time is valuable and that a quick answer could mean a faster decision that inevitably saves them time and money.

DISTRIBUTOR FIELD SUPPORT

Our Account Executives are dedicated to educating and supporting the efforts of the distributor sales representative by working with them at key operator accounts. We go beyond supplying basic product information by helping them provide technical and innovative solutions to operator applications.

PRODUCT TRAINING & EDUCATION

Our Account Executives are all highly trained experts on the stock and custom products that they promote and market. They specialize in passing on their knowledge through product training, educational sales videos and seminars.

MARKETING SUPPORT MATERIALS

Our Inside Sales Support team utilizes cutting edge graphics software, to create custom manufacturer promotional sales flyers and stock product guides in support of the distributor salesforce.

THE FOODSERVICE INDUSTRY IS EXPECTED TO GROW...

Consumers are projected to spend around \$889 billion in restaurants in 2024, per forecast data from Chicago-based market research firm Datassential. This represents a +5% increase from the \$845 billion consumers spent in 2023. By 2025, consumers' expenditures on prepared food and nonalcoholic beverages will approach 1 trillion dollars. The restaurant industry will remain the nation's second largest private sector employer with a workforce of 15 million 910% of the American workforce) among over a million establishments. The Jan/San industry is expected to be over \$55 billion in sales in 2022. The foodservice industry is projected to experience a steady annual real growth of +2.2% through 2030, excluding inflation, while the nominal growth, which includes inflation, is expected to be at +5.7% annually over the same period.¹

In 2022, the foodservice industry accounted for 48 cents of every dollar spent by consumers. Looking ahead to 2030, this figure is expected to rise to 53 cents, signifying the industry's pivotal role in shaping consumer spending habits.¹

Here's a deeper dive into specific segments' projected sales growth:¹

- **Fast casual, senior living, and travel and leisure:** These segments are poised for an impressive 8% growth rate.
- **Quick-service restaurants, fast-casual restaurants, convenience stores, supermarket full service, and fine dining:** These segments will experience a solid 6% growth rate. Quick-service restaurants, with their focus on efficiency and convenience (two other dominant drivers of growth), will continue to be a popular choice.
- **Casual Dining:** This segment is projected to grow by 5%.
- **Institutional foodservice, college and universities, business and industry, long-term care, hospitals, and midscale:** These segments are anticipated to grow by 4%.
- **K-12:** The K-12 segment will see more modest growth at 3%. Technomic predicts 50,000 more restaurant locations by 2030, however, the total number of restaurants still will remain below pre-pandemic 2019 levels (particularly among the full-service restaurants).¹ Demand for off-premise dining will continue to gain share, driven by consumers' desire for convenience.

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