



FOOD SPECIALISTS

2026

800.482.6088
nexus-now.com



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 13 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 40 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



FOOD SALES

Manufacturing a great tasting food product takes time, focus and attention to the minutia of details that make a product stand out. Given the amount of time it takes to develop a line of delicious food products most company owners don't have the time to also go out and sell their food or know much about marketing at all. Food manufacturers are eventually steered towards hiring a food broker to grow their product sales and help them promote their brand in strategic marketplaces. But wait. "What is a food broker?"

Below is a description of what a Food Broker is, what they do and the value that they bring towards success in a marketplace.

WHAT IS A FOOD BROKER AND WHAT DO THEY DO?

A Food Broker is typically an independent sales agent that works either as a 1099 contractor or within a large group inside of a Food Brokerage Company. Manufacturers will hire a Food Broker and task them with the complex assignment of promoting, marketing and selling their food products. Brokers achieve success through their legacy relationships, in the industry, and through their marketing and negotiating

skills with wholesale distributors to stock any given food product.

Food brokers provide a service to both food manufacturers and buyers by marketing the line of food not only to the wholesale distributors but by creating a demand for the food products with the restaurant chefs and foodservice operations throughout the industry. Food manufacturers often find it less expensive to sell through food brokers rather than using a direct salesforce because it saves the cost of paying a direct sales staff to market their products. Brokers are simply less expensive and often offer more experience and numbers on the street than a direct salesforce can. Since brokers represent a large number of food producers, the wholesalers and operators also save time, energy, and money by dealing with one broker rather than with many manufacturers' representatives.

Brokers usually sell in a specified geographic area. However, the products that they sell may be grown, processed, or manufactured anywhere in the world. Those who work in heavily populated areas usually cover a small geographic area; in rural areas brokers cover a large territory. Many food brokers employ clerical staff and merchandisers in

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Nexus is quickly becoming one of the largest food brokerages in the Western region. We made a strategic decision, about 16 years ago, that if the right food line presented itself for us to represent then we would put our resources behind it as we do for our other factories.

Our salesforce has all been extensively trained by our current respective food manufacturers and we now have a larger number of highly experienced Food Reps on our salesforce that understand food which has been critical to our success. We have proudly delivered double digit sales success for our food manufacturers and as a result we are re-aligning our Firm to become more of a hybrid sales agency where food manufacturers and non-food manufacturers are sold simultaneously on operator calls side by side complimenting each other in our presentation. Here are some of the key attributes we offer as food specialists to our customers:



COST PROFILE RECOMMENDATIONS

As Reps, we have access to key factory management who can help rebuild our customer’s ingredient costs through simple volume cost calculations, resulting in significant savings to their bottom line. Chefs can even upgrade to a higher quality ingredient when working with Nexus because we are able discount their food costs through volume ordering commitments.



CUSTOM FOOD PRODUCTS

Our factories can formulate custom ingredients into recipes and nutritional lists to help create a custom menu flavor profile. Our account executives are thoroughly trained to identify areas of opportunity, within a menu, to help enhance the food by working with chefs and the manufacturers to arrive at the exact flavor profile. Our sales team can also make recommendations on how to package the food for the chef in order to be more operationally efficient.

MARKETING & INDUSTRY TRENDS

As food trends change our expert Account Executives stay current on the latest culinary innovations that can help refresh your restaurant’s menu offerings. At Nexus we are active on all social media platforms and we follow the industry trends closely. As a result we eagerly share these new ideas with our customers so that they can make informed decisions as to how to modify their menu to be current and stay within the trends.

CROSS OVER SELLING

One of the key attributes of our salesforce is how we cross sell our manufacturers products while in front of a chef who has limited time to give us. Rather than show up with a sample of just one product our Nexus salesforce has been trained to merchandize several food products together to show a chef or a GM how select food SKUs might compliment each other like pasta and sausage or smoke salmon and capers. We have chef coats, we have kitchens in all of our regional sales offices and our sales team is well trained on how to properly execute on a food cutting in front of key decision makers. Complimenting the intended food item with others also contributes to new sales growth.



INGREDIENT CONSULTING

Our experienced Account Executives provide chefs and restaurant General Managers with innovative nutritional options from our factory ingredient decks. Our Reps take out sample cases to the chefs, cut into the product and provide a value proposition about the ingredients of the food so that the chef understands how it will enhance their menu offering.



Nexus is not like any other Rep Agency...
we go to market differently than other Rep agencies. We proudly display in our lobby over three dozen Rep of the Year Awards that are indicative of our unique sales approach to selling that separates us from the competition.

MARKETING SUCCESS STORIES

Since 1992 Nexus has been hired by a variety of manufacturers, among different types of product segments, to pioneer their products into the marketplace. Here are some “sales success stories” that are a reference to what you might expect from Nexus if you made the decision to hire us:

- 2008 – Hired by a poultry and turkey processing company in Northern California. In just two years Nexus placed this company’s line of turkey and poultry into 8 new distributors, **45 new large restaurant chains** and **grew their sales by over 47%.**
- 2010 – Hired by a pepperoni and sausage food manufacturer for California. In just two years Nexus placed the manufacturers products into over a dozen new distributors and locked up product **contracts with over 50 pizza chains.** The manufacturer was so impressed that they expanded our sales territory because of our impressive rate of sales growth.

CONTACT US

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