



nexus

SALES & MARKETING
MANUFACTURERS REPRESENTATIVES

"Connecting Partnerships"

FOOD SPECIALISTS
2021



NEXUS CORPORATE HEADQUARTERS

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FOOD SPECIALISTS
"Connecting Partnerships"

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

FOOD SPECIALISTS

Although Nexus is not well known as a food broker we do represent and sell a variety of food lines into select marketplaces. We made a strategic decision, several 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. We have been extensively trained by our respective food manufacturers and we have hired a full time company chef that assists our salesforce on sales calls where the preparation of the food is critical to our success. Here are some of the key attributes we offer as food specialists to our customers:



INGREDIENT CONSULTING

Our experienced Account Executives provide chefs and restaurant General Managers with innovative nutritional options from our factory ingredient decks.

COST PROFILE RECOMMENDATIONS

As Reps, we have access to key factory management that can help rebuild our customer's ingredient costs through simple volume cost calculations, resulting in significant savings to their bottom line.



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 flavor and perhaps package the food 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.



CONTACT US

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