



# ELEVATE YOUR CULINARY EXPERIENCE

*fresh inspiration from a different kind of food company*

## Using **fresh.** Food Solutions and proprietary Predictive Order System Technology to attract and retain customers



**Companies that choose FRESH Creative Cuisine dramatically increase sales, profitability and customer loyalty using industry leading products and predictive analytics to leverage staff and reduce waste**

*Running a successful FRESH Grab & Go prepared foods program can be a daunting task. If done correctly, the program can significantly improve customer satisfaction, increase daily traffic and be highly profitable.*

*Fresh Creative Cuisine has become the industry leader in fresh prepared Cuisine To Go food programs. Our Artisan Sandwiches, Salads, Entrées, Produce and other fine edibles will make your customers come back time and again.*

*Using our state of the art **Predictive Ordering System** utilizing real-time sales metrics and scan-data to understand customer preferences by individual store locations which optimizes product mix, increases sales, reduces waste, leverages your workforce and increases customer satisfaction.*



### MIDATLANTIC RETAIL CHAIN EXPERIENCE

Prior to Fresh Creative Cuisine's involvement, this retail system was running an in-house Grab and Go program which was not unlike many in its class. Below are the characteristics of the program

- Quality of product was marginal
- Excessive waste was adversely impacting profitability
- Inconsistency of product quality impacted customer satisfaction
- 2+ FTE's dedicated to the program per store
- Limited diversity of product
- Food safety and production challenges
- Gross Margins were unacceptable

At the conclusion of the transition to Fresh Creative Cuisine. The results were stunning:

#### **136% SALES INCREASE**

and immeasurable customer satisfaction by putting quality product and the right product mix in each store

#### **64% WASTE DECREASE**

By offering superior quality products and by utilizing the Fresh Predictive Ordering System

#### **127% PROFIT INCREASE**

pre-tax profit margin improvement on the overall program

***“ Before Fresh Creative Cuisine, our Grab and Go program was a struggle. The product was inferior, lacked consistency and brand recognition, and was unprofitable across all of our stores. In addition our people spent an inordinate amount of time ineffectively managing the program.***

***Our relationship with Fresh Creative Cuisine has now truly differentiated us against the marketplace and the program is extremely profitable. FCC's Predictive Ordering System has removed many of the headaches our managers previously experienced and our customers are enjoying the superior quality products and diversity at the individual store level. This is particularly important because customer preference varies significantly by location.”***

– Vice President of Food Services



## Predictive Ordering System is a true differentiator in the marketplace

Fresh Creative Cuisine has created a state of the art Predictive Ordering System that:

- **Understands** customer preference by sku at the individual store level
- **Optimizes** product mix by identifying top selling and least selling products
- **Reduces** waste by optimizing product mix and inventory levels and selling only what customers desire
- **Leverages** your workforce by eliminating the need to maintain and produce a "Grab & Go" program at the store level. Simply submit your sales data and we'll do the rest
- **Adjusts** for trends and seasonality
- **Automated & Maintained** by Fresh Creative Cuisine with no additional cost to you
- **Completely Turnkey** Store personnel no longer need to be involved in the ordering process of the program

With the Predictive Ordering System, you will have the ability to manage your program and create customer satisfaction like never before.

## FRESH CREATIVE CUISINE

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## Culinary Innovation: Artisan Sandwiches, Salads, Entrees and other fresh products handcrafted with 25 years of experience

**"There is no substitution for quality and innovation" says Jonathan Stack, the President of Fresh Creative Cuisine.**

We seek strategic supply partnerships to procure the finest fresh, local and sustainable ingredients because we know our customers will come back time and again. Over the past 25 years, we have learned that quality matters. From our artisan breads, to our quality meats, cheese, and farm fresh produce, we never skimp on quality. We strive to bring new and innovative products showcasing a grand and exciting variety of ethnic and global taste profiles from around the world.

Fresh Creative Cuisine is your Strategic Commissary Partner providing FRESH prepared food solutions through industry leading Culinary Innovation, Packaging Innovation and Technology Innovation to differentiate your fresh "CUISINE TO GO" food programs.

## Packaging Innovation allows for improved operator functionality, food safety, optimal shelf life and consumer appeal

In the prepared foods marketplace, we understand that consumers "eat with their eyes" and demand fresh, premium quality products with great looking, portable and functional packaging made with eco-responsible earth friendly materials.

We continuously develop new and innovative packaging to enhance consumer appeal, product quality, and food safety. We create operator-friendly and functional packaging, utilizing eco-responsible, recyclable and sustainable materials that protect our environment.

Our operator-friendly packaging maximizes form and function and allows products to be microwavable, ovenable, panini-grill and turbo-chef capable for increased product quality, food safety and operator efficiency.

