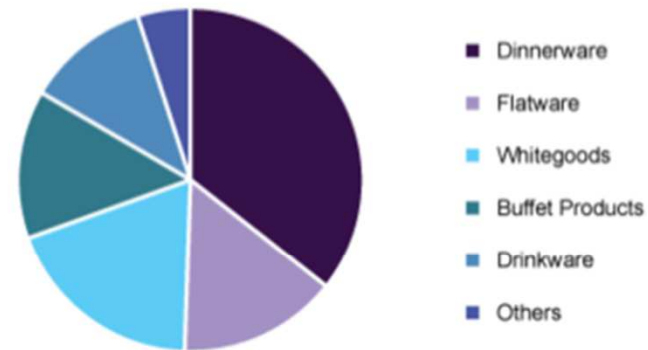


Em Foco EUA – Fileira Casa EUA: Hotelaria:

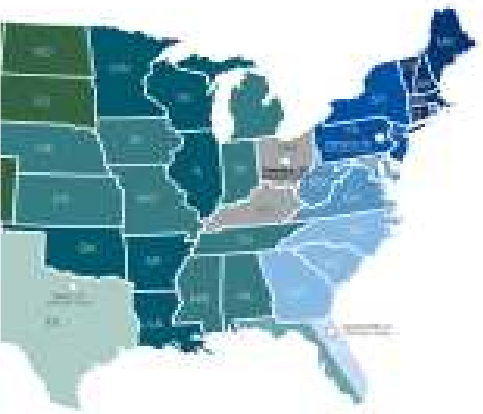
In Focus USA – US House Row: Hospitality:

\$12 billion in US Hospitality sales in 2021 which is a 21% increase versus 2020. This figure is “front of the house tabletop product only



The market in the U.S. is projected to expand at a CAGR of 4.7% over the forecast period. American consumers are increasingly opting for dinnerware made from ceramic and metal as these materials are durable and eco-friendly. The rising popularity of the food-away-from-home trend is acting as a major driver for the growth of the commercial sector, which includes restaurants, hotels, resorts, food stations, and other public eateries.

Furthermore, new product innovations are boosting the demand for different tabletop kitchen products across the country. For instance, in December 2019, Ahimsa, an Indianapolis-based company, launched the world's first colorful set of stainless-steel dinnerware, including dishes, bowls, cups, and cutlery for kids. In addition, most of the consumers in the U.S. use flatware to have a meal, which is likely to propel its demand in the coming years



- Based in Columbus OH, the accounts which includes all to include Ritz Carlton, Renaissance a. include Westin, W Hotels and Sheraton). The set and we are finalizing a program that will begin



- Chicago IL based with hubs in CA, AZ gone through an aggressive series of acquisitions to include regional distributors Smith Atlanta Fixtures in the South East Sodexo and Compass groups in with them and have a minor

- Foodservice Distribution and Dealers-the traditional avenue for product delivery and brand support-Edward Don, Wasserstrom, TriMark, Gordon Foodservice, on a national stage, and many other regional players.

- Thousands of pairs of boots on the ground, with brand support often predicated by programs, including price deviation and advantages, marketing subsidies, cooperative advertising and rebate incentives.



Issues here are that the sales sourced product and is paid less than 10% on brand Oneida. This group has grown to 13 est best est

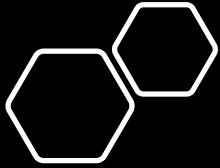
- These same distributors work to develop service and delivery relationships with local, regional and national operators, based on contract pricing, enhanced service levels, and old fashioned relationship selling.

Trade Shows



- Invest in attending industry specific conventions and events-the quickest, and probably the most cost efficient way to introduce, and influence decision makers in the foodservice industry some are more general in nature, appealing to all categories of foodservice operation, such as NRA, the annual National Restaurant Association venue, NAFEM, also an industry specific convention.
- Some are more specific to segments of hospitality-NIGA-the national Indian Gaming Association, the Club Managers show, annual Cruise Line shows, and others that target certain operator groups in foodservice.
- Enlistment and attendance as an exhibitor at these venues will allow an introduction of product and services to a targeted audience, with probably the greatest ROI .Interested attendees, after being exposed to product at these venues, will hopefully be available for further meetings to advance a sales opportunity, and hopefully, create a brand specification for their operations.





- Social Media and Print media with specific industry outlets. Again, a potentially impactful method of reaching prospects, without a huge financial outlay.
- LinkedIn, Twitter, National Restaurant News, Food Equipment Service, and more-get the brand
- exposure to influencers that are industry specific

Tabletop Journal

HOTELS
PASSION FOR HOSPITALITY

The Sodexo logo, featuring the word "sodexo" in a lowercase, sans-serif font with a small red asterisk above the "o".

bon appétit

The Aramark logo, consisting of the word "aramark" in a lowercase, sans-serif font followed by a red stylized human figure with arms raised.The Microsoft logo, featuring a four-colored square (orange, green, blue, yellow) to the left of the word "Microsoft" in a sans-serif font.

- Business and industry operators and contractors-in the US market, Aramark, Sodexo, Guckenheimer, and self op entities, such as Microsoft, Google, Facebook, and many others, manage massive amounts of foodservice activity, and the same accounts are serviced by the distribution companies that offer specific support and promotion of prominent brands in equipment and suppliers-included in this category is major management groups, such as Levy Restaurants, who have multiple restaurant brands, and manage major sports, convention, and entertainment venues across the US, and other who specialize in large scale outlets, such as Delaware North

- Chains and Multi Unit Fine Dining Restaurants
- A lot of these across the US-most have corporate specifications for product consistency, much of it determined in house by teams of administrative and culinary teams. Product selection is based on menu concept, performance, and aesthetics.
- Cruise Lines-an industry that selects product that meet a high standard, which provides a major outlet for luxury, and near luxury brands-the US market is the largest in the world for the industry. Carnival, and their myriad brands, Princess, Holland America, among others, Royal Caribbean, Norwegian, and more. US operations are managed, and product is selected in headquarters based on both the West
- and East coasts, and typically they drive and manage projects and purchase in house, without traditional foodservice distribution entities getting involved



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