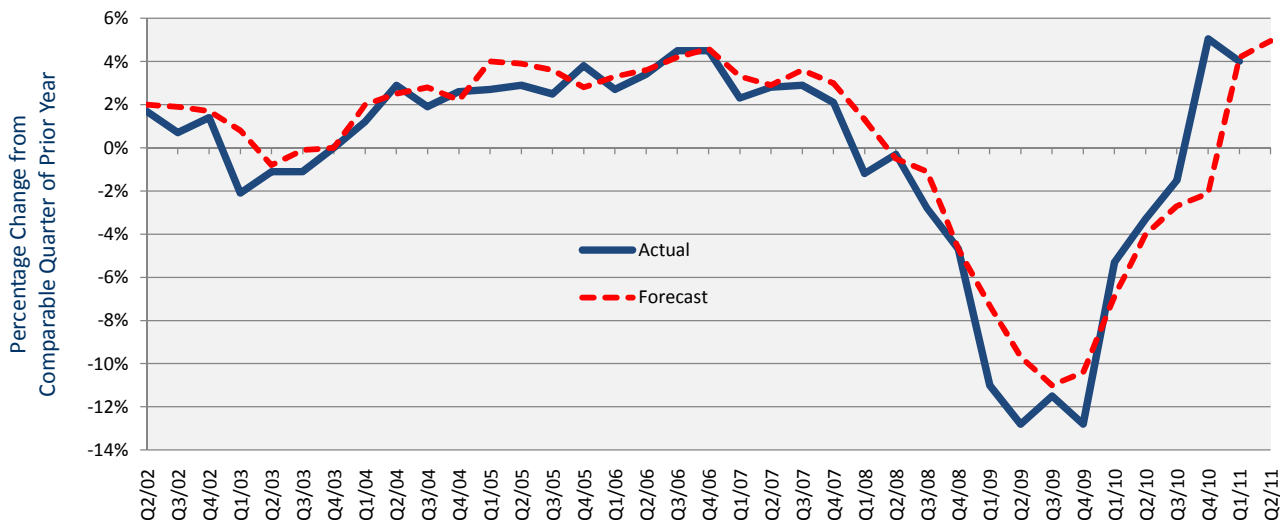


# MAFSI businessbarometer

The industry's definitive non-food sales/trend indicator

Q1/2011 Report

## Overall Sales Per Quarter



## MAFSI Business Barometer Continues To Record Healthy Growth

*Report reflects an acceleration of business activity; Q2 forecast at 4.9%*

Overall sales for Q1/11 compared with the same time last year recorded a healthy increase of 4.0%, which was exactly what MAFSI reps had previously forecasted. This was the second quarterly increase in a row (Q4/10 increase was 5%).

This continued expansion of the past six months follows three prior years of contraction. Growth was reported from all regions of North America, from 2.5% in the Midwest, 3.5% in Canada, 3.6% in the South, 4.2% in the West, and an impressive 7.8% in the Northeast.

Growth was steady across all categories (see graph below: 1st Quarter Overall Sales) from 3.0% in tabletop, 3.5% in furnishings, 4.0% in supplies, and 4.2% in equipment.

Additionally, reps are forecasting an acceleration of growth at 4.9% in Q2/11, throughout all regions.

Strong signs of improving health are seen with 64% report more quoting activity (compared to 56% last quarter) and 46% report more consultant activity (compared to 36% last quarter).

A look at the Overall Sales Per Quarter graph above reveals the staggering depth and width of the foodservice "Great Recession" and the magnitude of our healthy recovery. Let's pat ourselves on the back for our survival tactics and toast each other for the happier times ahead.

*Written and compiled by Michael R. Posternak*

**MAFSI Business Confidence Index for 2nd Quarter 2011**  
Apr 1 - Jun 30 compared to 2nd Quarter 2010

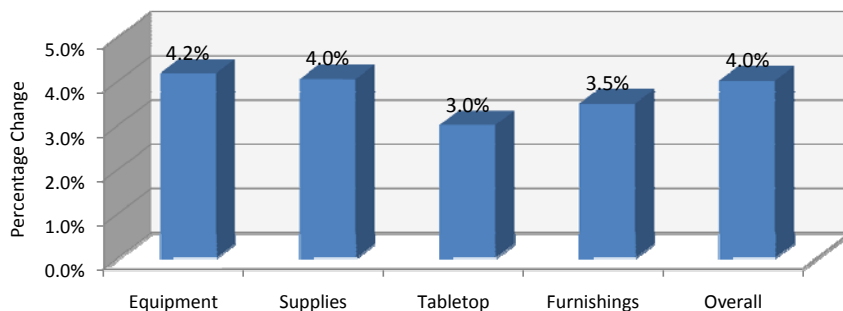
**All Regions**  
**4.9%**

**MAFSI Business Confidence Index for 2011**  
Compared to 2010

**Overall**  
**5.8%**

## 1st Quarter 2011 Overall Sales

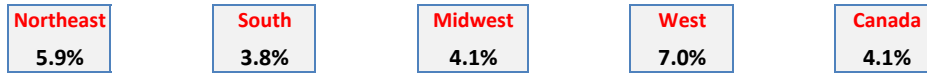
Jan 1 - Mar 31 compared to 1st Quarter 2010



# MAFSI businessbarometer

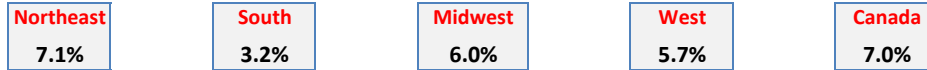
## Projected 2nd Quarter 2011 Sales Percentage Change

Apr 1 - Jun 30 compared to 2nd Quarter 2010



## Projected 2011 Overall Sales Percentage Change Forecast

Compared to Overall Sales for 2010



## 1st Quarter 2011 Overall Sales Percentage Change

Jan 1 - Mar 31 compared to 1st Quarter 2010

