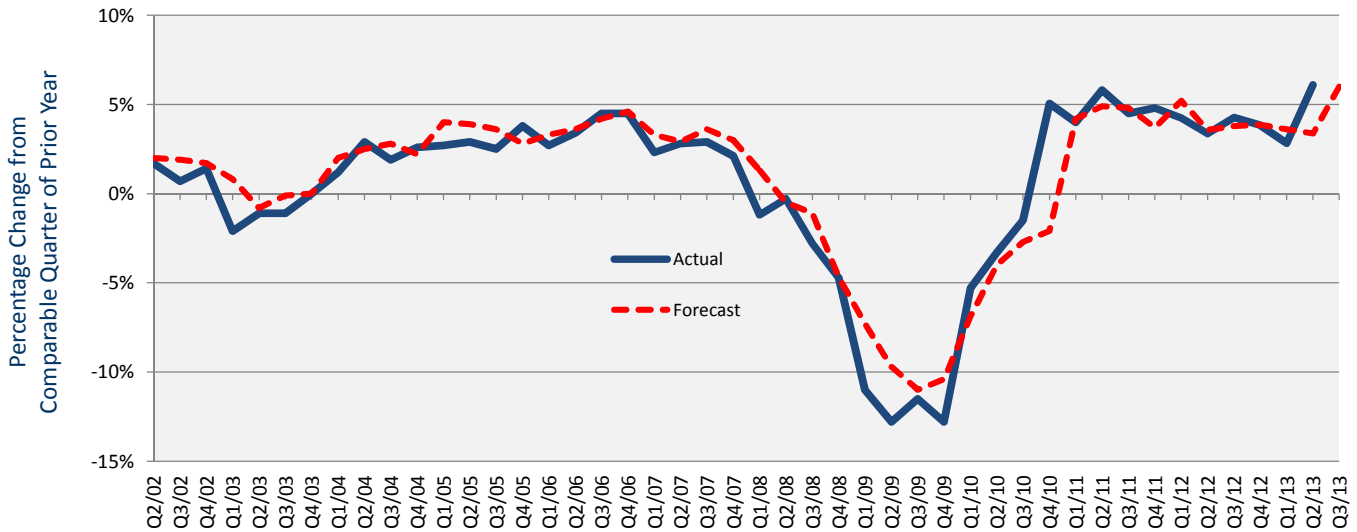


MAFSI businessbarometer

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

Q2/13 Report

Overall Sales Per Quarter



Q2/13 MBB Achieves Record Sales Increase of 6.1% Over Q2/12

Survey Participation Rate Surges to 65% Response

There is much cause for celebration with the release of our Q2/13 results. First of all, the overall quarter to quarter increase of 6.1% represents the largest single gain in the 11 year history of the MAFSI Business Barometer. This result was solid and consistent from region to region and throughout most product segments.

Regional sales gains ranged from 6.8% in the Midwest and Canada, 6.0% in the West (long time coming!), 5.9% in the Northeast, and 4.7% in the South. By product type, equipment gained 6.8%, supplies, 5.2%, tabletop 3.9%, and furnishings 3.1%.

The MBB has now been expanded to include a further breakdown of equipment into seven sub categories with gains as follows: Cooking equipment 6.6%, Refrigeration and Ice mach. 6.6%, Storage and Handling 4.3%, Serving equipment 3.9%, Food Prep equipment 5.6%, Washing and Sanitation 4.3%, and Ventilation 3.9%.

MAFSI Reps had forecast a gain of 3.1% and thus far exceeded their own expectations. It had previously been reported that the "pipeline was filling" as evidenced by consultant and quoting activity and the results are clearly in.

In fact, 48% of reps now report an increase in consultant activity vs. 25% just four quarters ago and 58% are quoting more vs. 39% four quarters ago.

Confidence is surging as evidenced by a 6.0% growth forecast for Q3/13, which again is a MBB record.

Most voluntary surveys consider a response rate of 20% to represent a valid result. Perhaps the proudest record of all in this superb quarter was our own response rate of 65% or 177 responses from 271 agent members. MAFSI Reps have their thumbs on the pulse of their markets and are generating highly credible metrics in the aggregate.

Written and compiled by Michael R. Posternak, PBAC

MAFSI Business Confidence Index for 3rd Quarter 2013
Apr 1 - Jun 30 compared to 3rd Quarter 2012

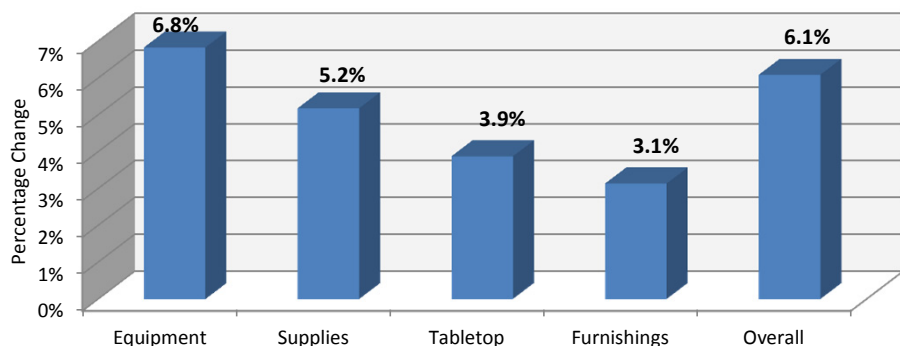
All Regions
6.0%

MAFSI Business Confidence Index for 2013
Compared to 2012

Overall
4.7%

2nd Quarter 2013 Overall Sales

Apr 1 - Jun 30 compared to 2nd Quarter 2012



MAFSI businessbarometer

Projected 3rd Quarter 2013 Sales Percentage Change

Jul 1 - Sep 30 compared to 3rd Quarter 2012

Northeast
5.7%

South
5.6%

Midwest
6.2%

West
7.8%

Canada
4.3%

Projected 2013 Overall Sales Percentage Change Forecast

Compared to Overall Sales for 2012

Northeast
5.3%

South
2.6%

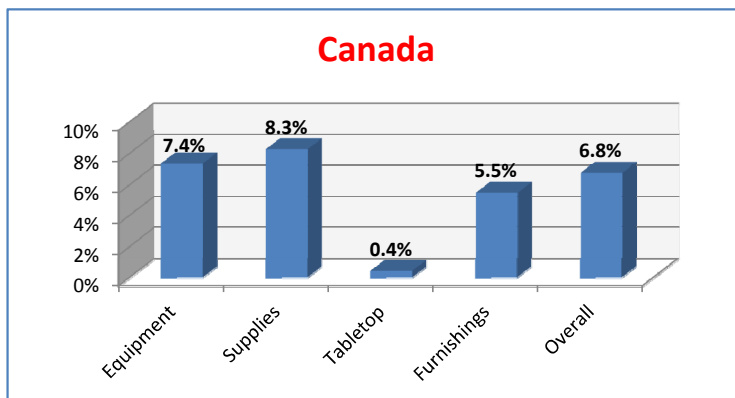
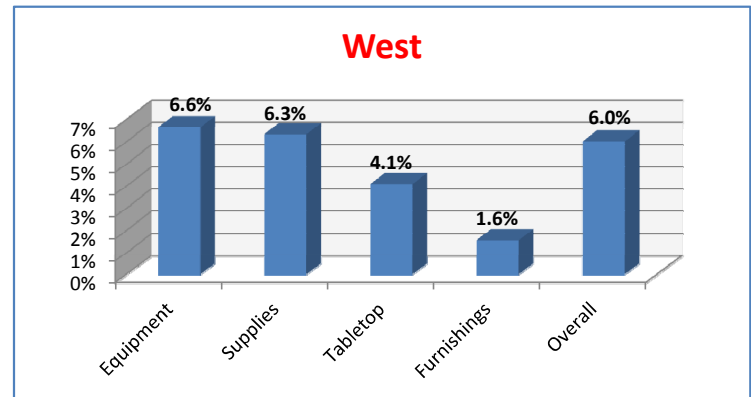
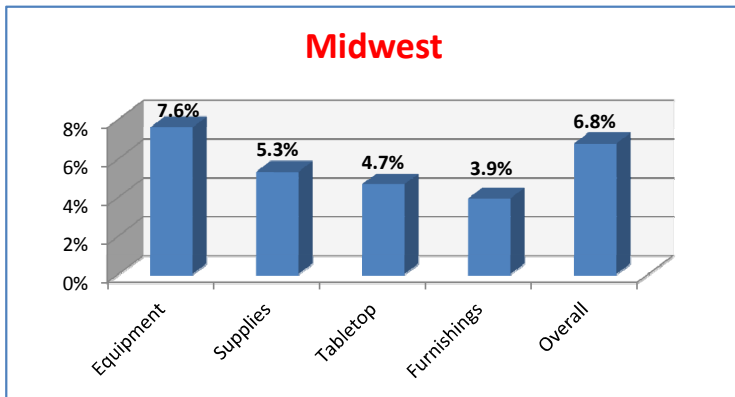
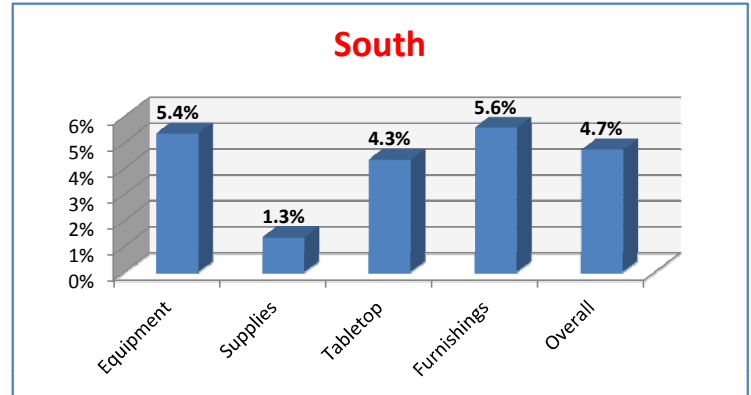
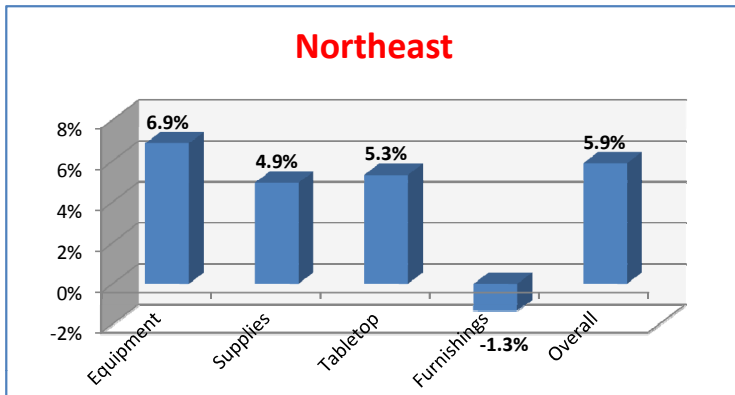
Midwest
4.0%

West
5.9%

Canada
5.5%

2nd Quarter 2013 Overall Sales Percentage Change

Apr 1 - Jun 30 compared to 2nd Quarter 2012



NORTHEAST includes the states:

ME, NH, VT, MA, RI, CT, DE, NJ, NY, PA, DC, MD, VA

SOUTH includes the states:

NC, SC, GA, FL, AL, TN, MS, AR, LA, OK, TX

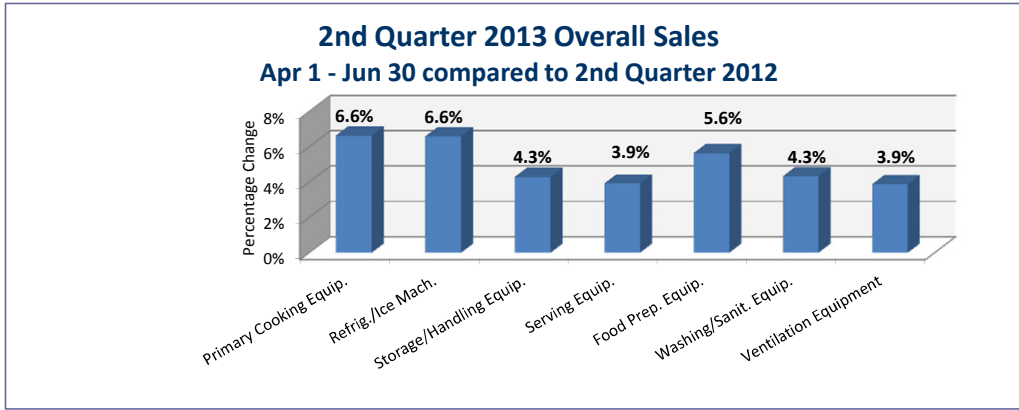
MIDWEST includes the states:

KY, W. PA, WV, ND, SD, NE, KS, MN, IA, MO, WI, IL, IN, MI, OH

WEST includes the states:

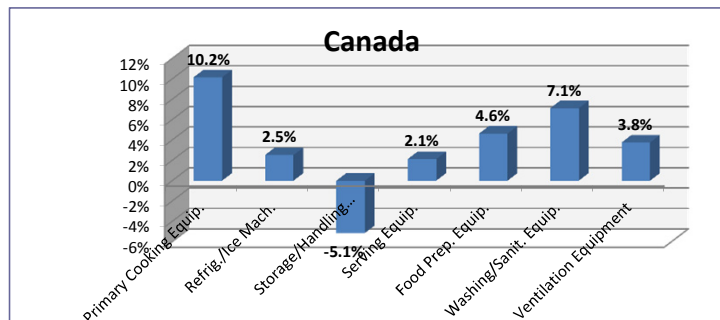
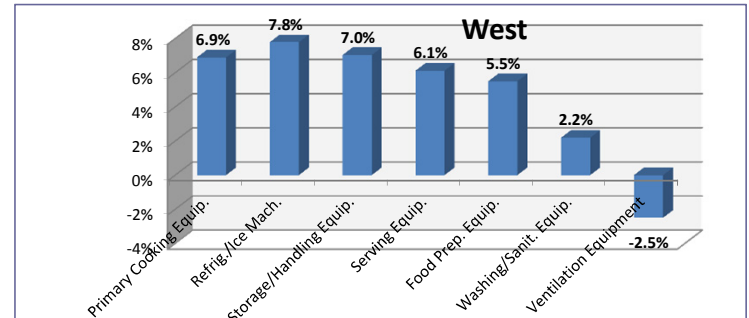
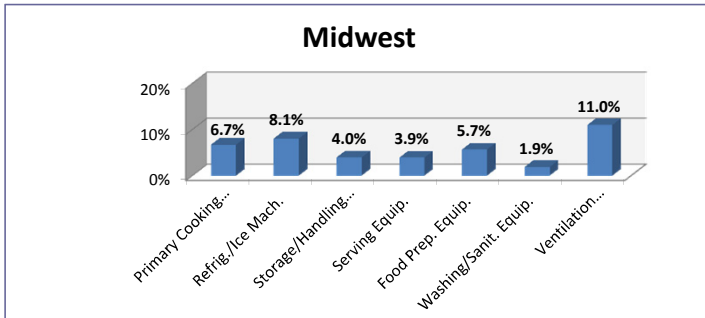
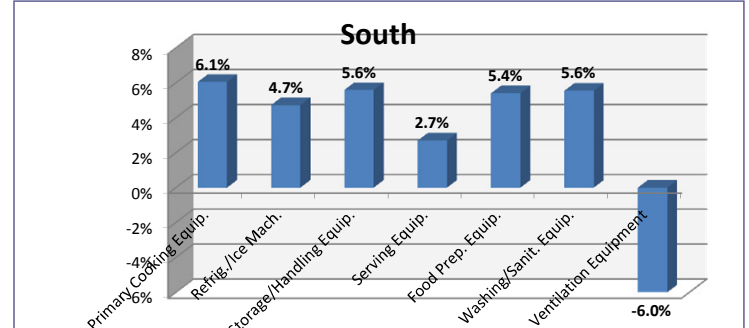
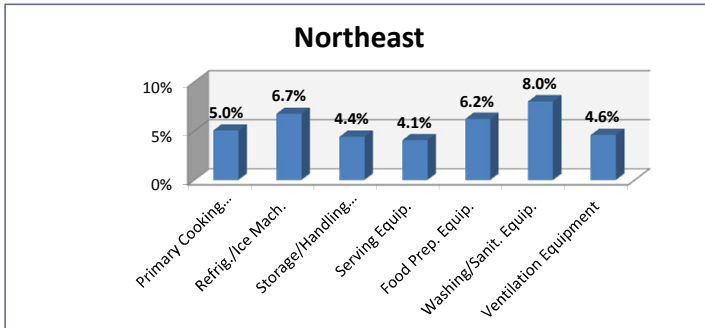
WA, OR, ID, MT, WY, CO, NM, UT, AZ, NV, CA, AK, HI

CANADA includes all provinces and territories in Canada.



2nd Quarter 2013 Overall Sales Percentage Change

Apr 1 - Jun 30 compared to 2nd Quarter 2012



MAFSI **businessbarometer**

Product Category List

MAIN CATEGORIES	
Equipment	Food Preparation Equipment, Primary Cooking Equipment, Refrigeration & Ice Machines, Serving Equipment, Storage & Handling Equipment, Ventilation, Warewashing & Sanitation Equipment
Supplies	Bar Supplies, Buffetware, Can Openers, Cleaning Tools, Colanders, Cookware, Cutting Boards, Knives/Cutlery Blocks/Sharpeners, Menu/Message Boards, Mixing Bowls, Pans, Storage, Textiles (Kitchen), Utensils (Kitchen)
Tabletop	Baskets, Beverage Pitchers/Servers, Buckets (Ice & Wine), Candle Holders/Lamps, Candle & Chafing Fuel, Carafes/Decanters, Chafers, Covers, Dinnerware, Flatware, Glassware/Stemware, Menu Covers, Salt & Pepper Shakers, Serving Bowls/Plates, Servingware, Trays, Tray Stands
Furniture	Baby-Changing Stations, Bars (Stationary & Mobile), Benches, Booths, Cabinets, Chairs, Coat Racks, Drive Through Windows, Lamps (Dining/Table), Signs, Patio/Outdoor Heaters, Railings & Railings Fittings, Stools, Tables, Table Bases, Table Cloths, Umbrellas
SUB-CATEGORIES	
Primary Cooking Equipment	Braising Pans, Broilers, Charbroilers, Cook-Chill Systems, Fryers, Griddles, Grills, Oil Filtration Systems, Ovens, Panini Grills, Pasta Cookers, Ranges, Rice Cookers, Smokers, Steamers, Tilting Skillets, Toasters
Refrigeration & Ice Machines	Air Curtains, Blast Chillers, Coolers, Doors, Drop-In Pan Chillers, Freezers, Ice Cream Cabinets, Ice Machines, Refrigeration, Refrigeration Compressors, Condensers & Evaporators, Slush/Smoothie Machines, Soft-Serve Ice Cream/Yogurt Machines, Water Filter Systems
Storage & Handling Equipment	Bins, Bus/Tote Boxes, Cabinets, Carts, Conveyor Systems, Covers, Dispensers (non-food), Dollies, Food & Ingredient Canisters & Containers, Hand Trucks/Utility Trucks, Racks, Receiving Scales, Shelving, Tables (Standard Work Tables not Custom Fabricated) (Bakers, Cooks, Makeup, Prep, Etc.)
Serving Equipment	Beverage Dispensers, Carving Stations, Coffee Equipment, Food Dispensers, Food Shields, Merchandisers, Salad Bars/Tabletop Food Bars, Serving/Buffer Lines, Serving Carts, Soup Kettles/Servers, Steam Tables/Hot-Food Tables/Bain Marie, Tea Brewers, Warmers
Food Preparation Equipment	Blenders, Breaders, Bread Slicers, Choppers (Dicers, Graters, Peelers, Non-Bread Slicers), Dough Preparation Equipment, Food Processors, Juice Extractors/Juicing Equipment, Meat Saws, Meat Tenderizers/Marinators, Mixers, Mixer Stands & Tables, Popcorn Carts/Machines, Salad/Vegetable Washers & Dryers, Scales, Slicers, Thermometers/Temperature Monitoring, Timers
Ventilation	Appliance Connectors, Grease/Exhaust Filters, Grease Interceptors, Fire Suppression Systems/Fire Extinguishers, HVAC - Exhaust Systems, Fans, Utility Distribution Systems, Ventilation & Hoods
Warewashing & Sanitation Equipment	Booster Heaters, Brooms, Dusts Mops, etc., Brushes (Equipment Cleaning Brushes, Scouring Pads, etc.), Can & Bottle Crushers, Can Washers, Carpet Sweepers, Vacuums, Floor & Carpet Care Products, Carts (Janitorial), Drainboards, Faucets/Spray Units/Washers/Hoses, Flatware-Handling/Recovery Systems, Floor Troughs & Drains, Mats (Anti-Fatigues, Bar, Rubber, etc.), Mops, Buckets & Pails, Pulpers & De-Water Equipment, Racks (Warewashing/Dishwashing Racks), Sinks, Tables (Dish), Warewashing/Dishwashing Machines, Waste Bins & Recycling Containers, Waste Compactors, Waste Disposal Systems