



The commercial foodservice industry's most definitive non-food sales/trend indicator
Q2/2015 Foodservice Business Barometer Report

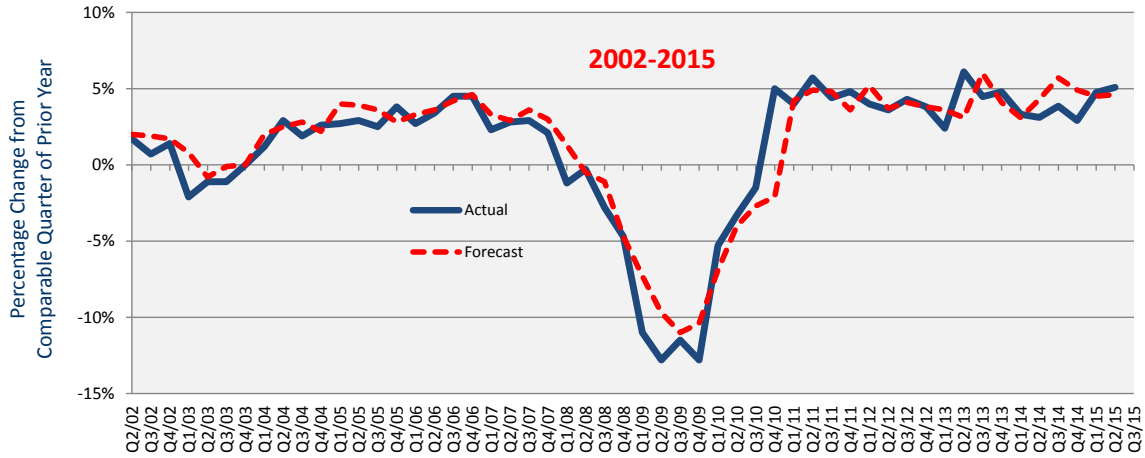
Many thanks to the 139 firms that participated in this quarter's MAFSI Business Barometer:

Advanced Culinary Systems	High Sabatino Associates	Raleigh W. Johnson & Company
Agences Hamilton Agencies	Hollander Company	Redco Foodservice Equipment, LLC
Apex Commercial Kitchen Co.	Hospitality Reps Inc.	Rep Concepts LLC
Apex Marketing	HRI, Inc.	RHI Solutions
Applied Systems Marketing	J. Wilson Marketing Ltd.	Riccio Group Inc.
ARB Sales and Marketing	John Calarese & Co., Inc.	s3 hospitality
Barringer High Country Marketing, Inc.	Johnson Commercial Agents	Schmid-Dewland Associates
Bauer Marketing Group, Inc.	Johnson Pike & Associates, Inc.	Searles Associates, Inc.
Bethco Agencies Ltd.	Kain-McArthur Inc.	Sharkey & Associates
Bob Waite & Associates	KBC Specialty Products, Inc.	South Eastern
		Southwest Foodservice Equipment Marketing
Brittan Associates	Kelly-Mincks	Specialized Marketing of Wisconsin Equipment
Butkevich Associates	Ken W. Thomson Associates Ltd.	associates, Inc.
C. R. Peterson Associates, Inc.	KLH Marketing, Inc.	Associates
Carman-Girard Associates	Koehler-Borden & Associates, Inc.	Stiefel Associates, Inc.
Celco Inc.	Lehr McKeown Marketing, Inc.	TD Marketing Company, Inc.
Charles L. Burton Associates	Link2 Hospitality Solutions	The 2Market Group, Inc.
Chesher Equipment, Ltd.	Lund-Iorio, Inc.	The Burlis-Lawson Group
Chrane Foodservice Solutions	MAC Sales & Marketing LTD.	The Fischer Group
Claes & Greenoe Marketing Group	Main Street Marketing	The Hansen Group
Clark, Malone & Associates, Inc.	Marjon & Associates, Inc.	The Redstone Group
Clements-Stella-Gallagher Marketing	Marketing Agents South, Inc.	The Wallin Group, Inc.
CLV Marketing	Maxwell-McKenney Inc.	The YES Group
Commercial Kitchen Reps, Inc.	Megcour Foodservice Inc.	Thormann Associates
Copperfield Agencies Limited	Midwest Professional Reps, Inc.	TLC Marketing Inc.
Courtney Marketing, Inc.	Miller & Associates	Total Source Equipment & Supply
Cowan Associates	Mirkovich & Associates, Inc.	Total Tabletop Plus
Desert Peak Marketing	Mirkovich & Associates, Inc.	Tri-State Marketing Associates
Downing Management	monobloc LLC	Unisource Marketing Group
DRC Marketing Group	Nick Mavro & Associates, LLC	Vader & Landgraf, Inc.
Dynamic Equipment Solutions	North Star Agency, LLC	Velkey & Associates
E J Reps, Inc.	ONE SOURCE	Voeller & Associates, Inc.
E. Ruff & Associates, Inc.	Paglio & Associates, Inc.	W. D. Colledge Co., Ltd.
Eaton Marketing Associates, Inc.	PB & J Commercial Agents	Walter Zebrowski Associates
Equipment Preference, Inc. (E.P.I.)	Pecinka Ferri Associates	WB Marketing LLC
e-Qwip	Performance Food Equipment Group, Inc.	West Coast Food Service Marketing
E-Source, Inc.	Performance Reps Northwest, Inc.	Wiczek Marketing Inc.
Ettinger-Rosini & Associates, Inc.	Permul Ltd.	
Florida REPS, Inc.	Posternak Bauer Aitkenhead Cantamessa	
Food Equipment Sales & Marketing Agents, Inc. (FESMA)	Preferred Marketing Group	William Horn & Associates
Food Service Systems Equipment	Preferred Marketing Group	Woolsey & Associates, Inc.
Forlenza & Associates	Premier Marketing Group, Inc.	Wyllie Marketing
	Pro/Line Marketing, Inc.	York Hospitality & Gaming, Inc.
Gabriel Group, Inc.	Professional Manufacturers Representatives, Inc. (PMR)	Young Block Associates
George Davis & Associates	Professional Reps	Young Equipment Solutions, Inc.
Gibbs & Associates, Inc.	Pro-Quip Foodservice Equipment & Supplies	Zink Foodservice Group
GMV Sales	R. Henry & Associates	
Hanna-Young & Assoc., Inc.	R.Z. Marketing Group	



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Overall Commercial Foodservice Sales Per Quarter for North America
MAFSI Business Barometer Tops Out at 5.1%



MAFSI Business Barometer Tops Out at 5.1%; Forecast For 3rd Quarter Less Robust at 4.3%

Rapid growth was led by the West and Midwest at 6.2%, while the South grew by 5.1%, and lagged by the Northeast at 3.0%. Canada again trailed at 2.9%.

By product type, Equipment advanced by 5.4%, followed by Tabletop at 4.8%, Supplies at 4.3%, and Furniture by 2.5%.

Within the Equipment Group, high growth areas were Refrigeration/Ice Machines 6.4%, Cooking Equipment 5.5%, and Food Prep Equipment 5.3%. A close look at the charts on page four reveals some significant variances between Regions and Products.

Prospects for the 3rd Quarter are less robust with a 4.3% forecast. Consultant activity peaked last quarter with 49% reporting "more", and has trailed off to 39% this quarter.

Similarly, "Quoting More" decreased from 58% to 51%. This signals that we probably have reached the "high water" mark for the time being.

Overall, the Foodservice Equipment and Supply market continues on its eight-year best since the recession.

The US Economy is particularly strong with a dip in the unemployment rate to 5.3%, from 10% in 2009, while crude oil has plunged to \$44 a barrel from a spike of \$145 in July of 2009. This gives a strong boost to the large restaurant segment of our market.

Factory lead times are growing as manufacturer's factory utilization rates are filling. This pendulum may finally be swinging away from "price" to "availability."

Executive summary written by Michael Posternak, PBAC, Eastchester, NY

MP@PBACREP.COM

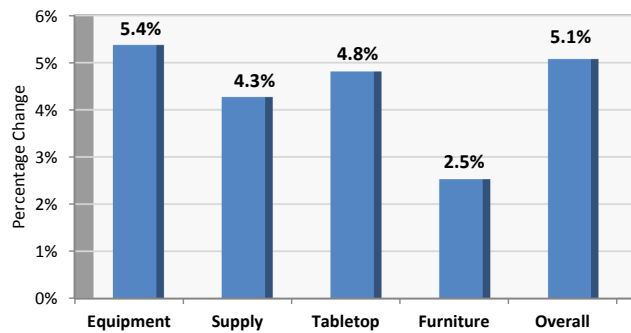
Qtrly Sales Forecast for North America
Q3/15 vs. Q3/14
4.3%

Yearly Sales Forecast for North America
2015 vs. 2014 **2014 vs. 2013**
4.1% **4.9%**

Quoting Activity for Q2/15 vs. Q1/15
More **Less** **No Change**
51% **12%** **37%**

Consultant Activity for Q2/15 vs. Q1/15
More **Less** **No Change**
39% **11%** **50%**

2nd Quarter 2015
Overall Sales for North America
Q2/2015 vs. Q2/2014 (Apr 1 - Jun 30)



*The overall industry sales growth is calculated using a weighted average based on the percentage of the total sales volume for the overall industry represented by the various sales categories: Equipment (77%), Supplies (6%), Tabletop (11%), and Furnishings (6%). Market numbers are based on the North American Association of Food Equipment Manufacturers (NAFEM) biennial "Size & Shape of the Industry" study.



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Q3/15 vs. Q3/14 Sales Percentage Change Forecast by Region

3rd Quarter 2015 compared to 3rd Quarter 2014 (Jul 1 - Sep 30)

Northeast 3.4%	South 3.7%	Midwest 5.5%	West 5.5%	Canada 1.7%
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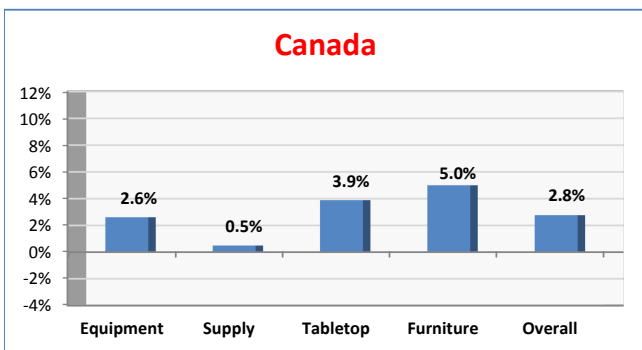
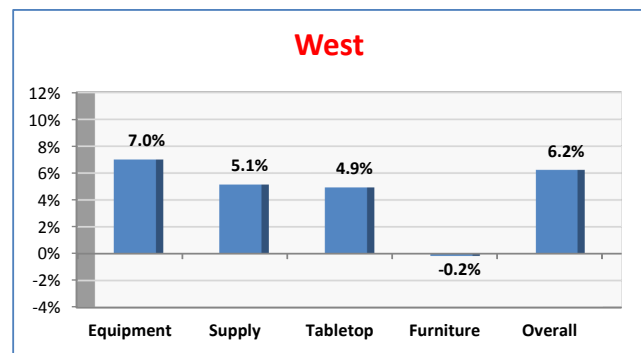
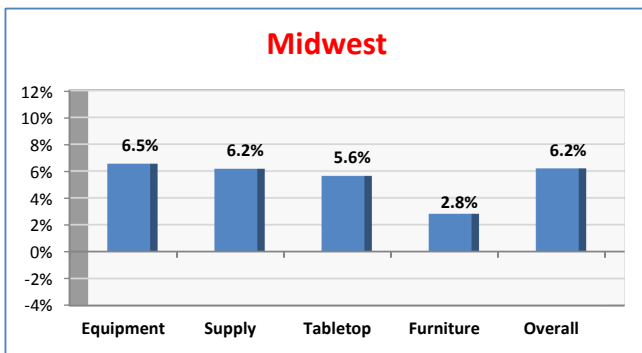
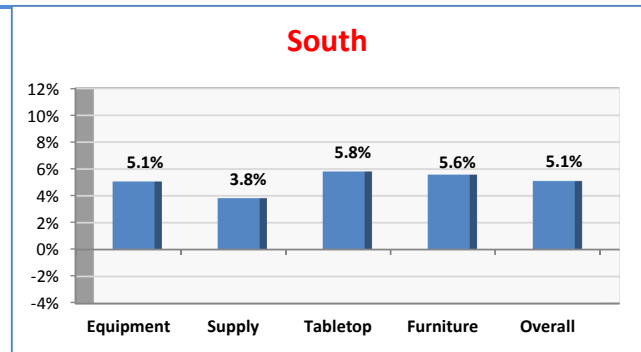
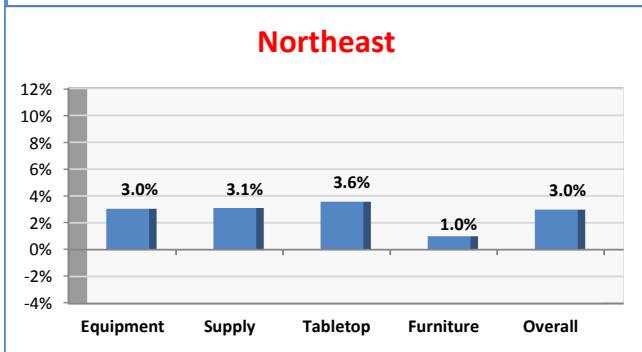
2015 vs. 2014 Overall Sales Forecast by Region

Compared to Overall Sales for 2014

Northeast 4.1%	South 4.0%	Midwest 4.6%	West 4.8%	Canada 3.4%
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2nd Quarter 2015 Sales Percentage Change by Region

2nd Quarter 2015 compared to 2nd Quarter 2014 (Apr 1 - Jun 30)



NORTHEAST includes the states:

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

SOUTH includes the states:

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

MIDWEST includes the states:

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

WEST includes the states:

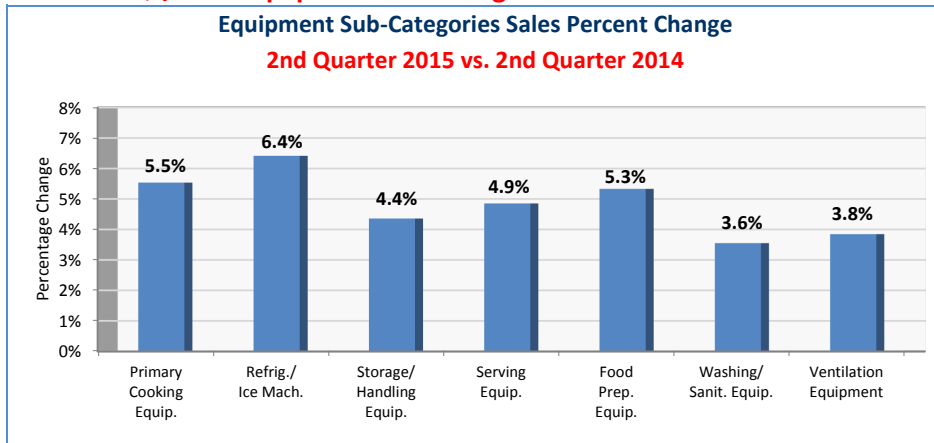
AK, AZ, CA, CO, HI, ID, MT, OR, NM, NV, UT, WA, WY

CANADA includes all provinces and territories in Canada.

*The overall industry sales growth is calculated using a weighted average based on the percentage of the total sales volume for the overall industry represented by the various sales categories: Equipment (77%), Supplies (6%), Tabletop (11%), and Furnishings (6%). Market numbers are based on the North American Association of Food Equipment Manufacturers (NAFEM) biennial "Size & Shape of the Industry" study.

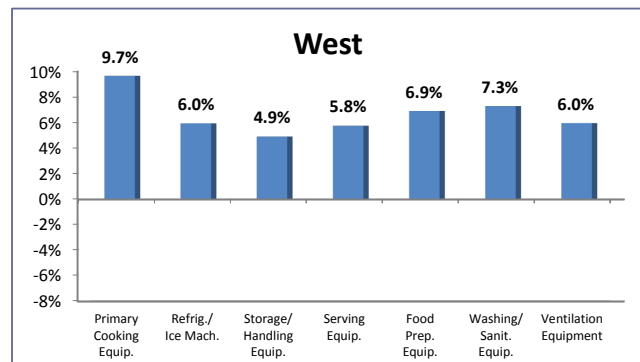
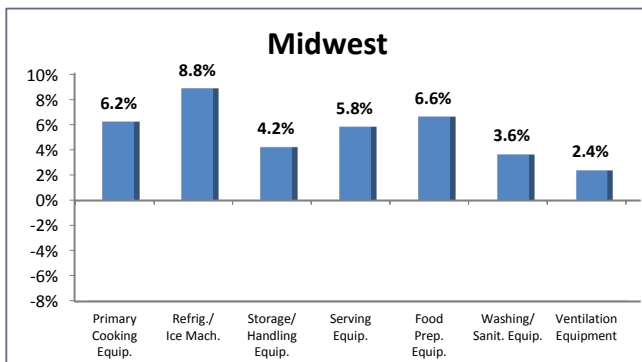
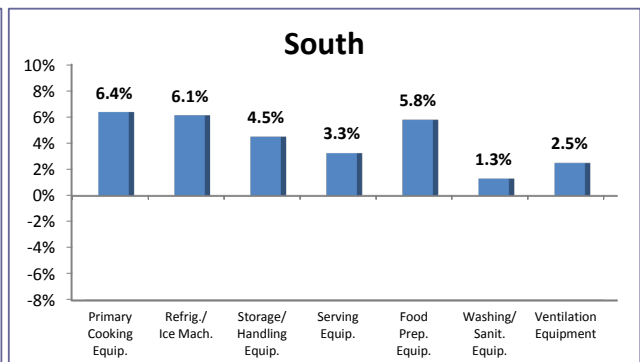
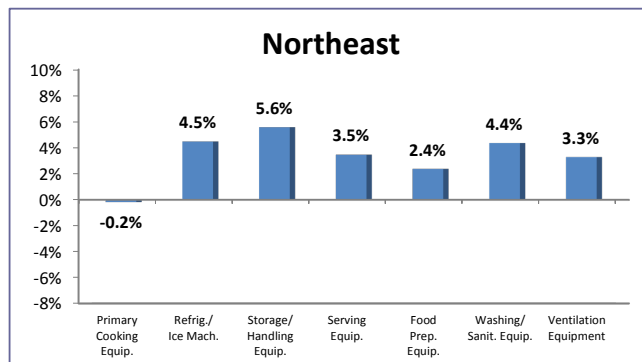
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Q2/2015 Equipment Sub-Categories Business Barometer



Equipment Sub-Categories Sales Percent Change by Region

2nd Quarter 2015 compared to 2nd Quarter 2014 (Apr 1 - Jun 30)



NORTHEAST includes the states:

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

SOUTH includes the states:

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

MIDWEST includes the states:

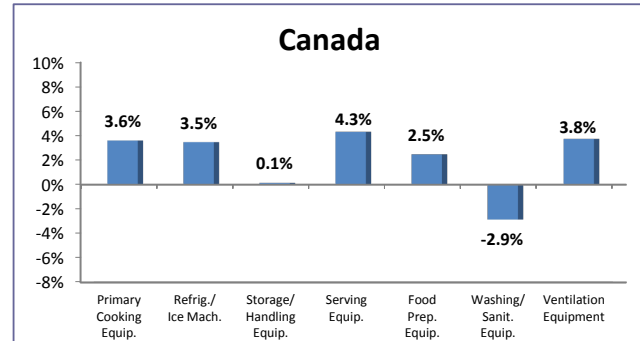
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

WEST includes the states:

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

CANADA includes all provinces and territories in Canada.

*The equipment sub-category sales growth is calculated using a weighted average based on the percentage of the equipment sub-category sales volume represented by the various sales categories: Primary Cooking (26%), Refrigeration/Ice Machines (32%), Storage/Handling (9%), Serving (16%), Food Prep (7%), Warewashing (10%) from the (NAFEM) biennial "Size & Shape of the Industry" study. Ventilation not weighted.



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Business Barometer Category Product 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
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
Ventilation	Appliance Connectors, Grease/Exhaust Filters, Grease Interceptors, Fire Suppression Systems/Fire Extinguishers, HVAC - Exhaust Systems, Fans, Utility Distribution Systems, Ventilation & Hoods