



**The commercial foodservice industry's most definitive non-food sales/trend indicator**  
**Q2/2016 Foodservice Business Barometer Report**

**Many thanks to the 134 firms that participated in this quarter's MAFSI Business Barometer:**

4 Star Representatives Inc.	GMV Sales	Premier Marketing Group, Inc.
Adams Marketing & Sales	Griffin Marketing Group, Inc.	Pro Foodservice Reps Limited
Advanced Culinary Systems	Hanna-Young & Assoc., Inc.	Pro/Line Marketing, Inc.
Advantage Marketing Group	Hatch Jennings, Inc.	Professional Manufacturers Representatives, Inc. (PMR)
Agences Hamilton Agencies	High Sabatino Associates	Professional Reps
Apex Marketing	HODAK Sales	Pro-Pacific Agents, Inc.
ARB Sales and Marketing	Hollander Company	Pro-Quip Foodservice Equipment & Supplies
Beacon Sales Group LLC	Hospitality Reps Inc.	R. Henry & Associates
Bob Waite & Associates	HRI, Inc.	R.Z. Marketing Group (Advantage Waypoint)
Bowerman Marketing Group	Integra Marketing, Inc.	Rabco Foodservice Limited
Brittan Associates	Johnson Pike & Associates, Inc.	Redco Foodservice Equipment, LLC
C. R. Peterson Associates, Inc.	Kain-McArthur Inc.	Rep Concepts LLC
Carman-Girard Associates	Kaufmann & Associates	Schmid-Dewland Associates
Charles L. Burton Associates	KBC Specialty Products, Inc.	Shamrock Foodservice Equipment Reps. Inc
Chernoff Sales, Inc.	Kelly-Mincks	Sharkey & Associates
Chesher Equipment, Ltd.	Ken W. Thomson Associates Ltd.	South Eastern Manufacturers' Agents, Inc. (SEMA)
Chrane Foodservice Solutions	Kitchen Resource Group	Southwest Foodservice Equipment Marketing
Clark, Malone & Associates, Inc.	KLH Marketing, Inc.	Specialized Marketing of Wisconsin
Clements-Stella-Gallagher Marketing	Lake Effect Sales & Marketing	Specialty Equipment Sales Company (SESCO)
Collis Group, Inc.	Lehr McKeown Marketing, Inc.	stage KOLSTAD associates, Inc.
Commercial Kitchen Reps, Inc.	Link2 Hospitality Solutions	TD Marketing Company, Inc.
Courtney Marketing, Inc.	Lobo Reps. International, LLC	The 2Market Group, Inc.
Cowan Associates	Lund-Iorio, Inc.	The Fischer Group
D.L.T. Sales, Inc.	MAC Sales & Marketing LTD.	The Hansen Group
Davis & Associates, Inc.	Main Street Marketing	The Pantano and Pinilla Agency, Inc.
Desert Peak Marketing	Marjon & Associates, Inc.	The Redstone Group
Downing Management	Marketing Agents South, Inc.	The Yes Group
DRC Marketing Group	Master Marketing	Thormann Associates
Dynamic Equipment Solutions	Midwest Professional Reps, Inc.	TLC Marketing Inc.
E. Ruff & Associates, Inc.	Miller & Associates	Total Source Equipment & Supply
EasyBar of Minnesota, Inc.	Mirkovich & Associates, Inc.	Total Table Top Plus
Eaton Marketing Associates, Inc.	Mirkovich & Associates, Inc.	TRC Marketing, Inc.
Elite Foodservice Solutions	Nick Mavro & Associates, LLC	Vader & Landgraf, Inc.
Equipment Preference, Inc. (E.P.I.)	Nordon, Inc.	Velkey & Associates
Ettinger-Rosini & Associates, Inc.	North Star Agency, LLC	Viola Group
Finn Marketing Group	ONE SOURCE	Voeller & Associates, Inc.
Florida Agents, Inc.	PB & J Commercial Agents	W. D. Colledge Co., Ltd.
Food Equipment Sales & Marketing Agents, Inc. (FESMA)	Pecinka Ferri Associates	Walter Zebrowski Associates
Food Service Systems	Performance Food Equipment Group, Inc.	WB Marketing LLC
Foodservice Equipment Agents, LLC	Performance Reps Northwest, Inc.	Woolsey & Associates, Inc.
Forbes, Hever & Wallace, Inc.	Permul Ltd.	Wyllie Marketing
Full Sail Marketing	Posternak Bauer Aitkenhead Cantamessa	YBR Marketing, Inc.
Gabriel Group, Inc.	Preferred Marketing Agents, Inc.	York Hospitality & Gaming, Inc.
George Davis & Associates	Preferred Marketing Group	Zink Foodservice Group
Gibbs & Associates, Inc.	Premier Marketing Group	



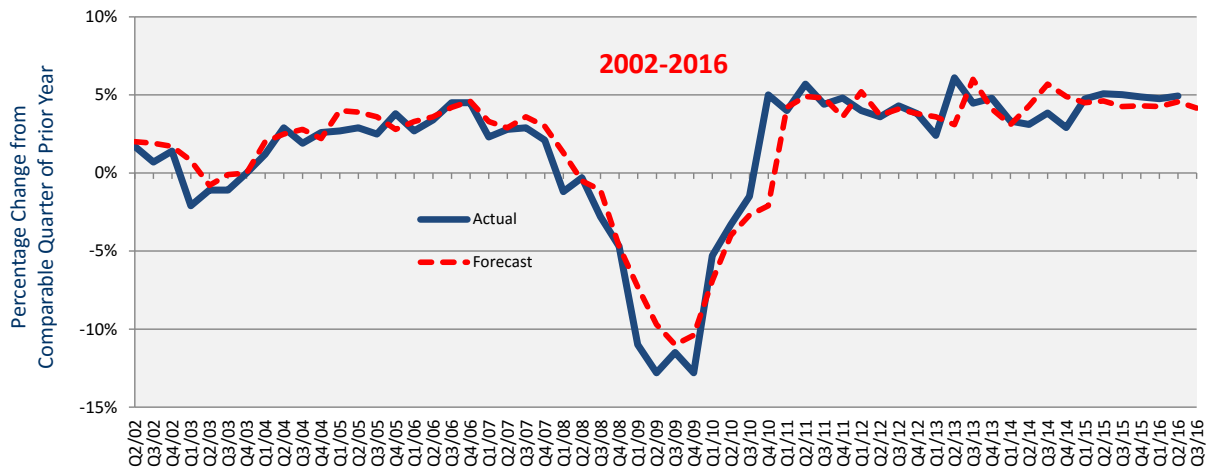


The commercial foodservice industry's most definitive non-food sales/trend indicator

**Q2/2016 Foodservice Business Barometer Report**

**Overall Commercial Foodservice Sales Per Quarter for North America**

Another Strong Quarter Reported For Q2/16, Slower Growth Forecasted For Q3/16



**Another Strong Quarter Reported For Q2/16, Slower Growth Forecasted For Q3/16**

Second quarter 2016 sales continued its long steady 7-year trend of moderate growth. Sales increased 4.9% vs 4.8% in Q1/16 and exceeded the forecast for the quarter of a 4.6% gain.

Once again US growth outpaced Canadian growth of 3.5% with the South leading at 5.5%, followed by the Northeast and West at 4.9% and the Midwest at 4.7%.

By product type, Equipment sales grew 5.1%, Tabletop 5.0%, Supply 4.2% and Furniture 3.5%.

For Q3/16, reps are forecasting slightly less robust growth of 4.2%, particularly in the Northeast at 3.5% and Canada at 2.7%. Reps cite a slowing in "Quoting Activity" to 48% reporting "More" down from 57% in Q1/16. They further report a lessening of "Consultant Activity" to 45% "More" from 49% "More" in Q1/16.

A moderation of business is in line with recent NRA data as well as the financial and traffic reports of several large restaurant chains.

The Foodservice Industry, however, continues to advance at twice the growth rate of the US economy as a whole.

Full employment, more disposable income and greater travel due to lower energy prices, as well as higher demand from non-restaurant foodservice segments like B&I, Schools, and Healthcare are the main drivers of a continued positive outlook for our industry.

Executive summary written by Michael R. Posternak, PBAC and Assoc., Eastchester, NY, mp@pbacre.com

**Qtrly Sales Forecast for North America**

**Q3/16 vs. Q3/15**

**4.2%**

**Yearly Sales Forecast for North America**

**2016 vs. 2015**

**4.5%**

**2015 vs. 2014**

**4.1%**

**Quoting Activity for Q2/16 vs. Q1/16**

**More**

**48%**

**Less**

**15%**

**No Change**

**37%**

**Consultant Activity for Q2/16 vs. Q1/16**

**More**

**45%**

**Less**

**10%**

**No Change**

**45%**

**2nd Quarter 2016 Overall Sales for North America**

**Q2/2016 vs. Q2/2015 (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.



The commercial foodservice industry's most definitive non-food sales/trend indicator  
**Q2/2016 Foodservice Business Barometer Report**

### Q3/16 vs. Q3/15 Sales Percentage Change Forecast by Region

3rd Quarter 2016 compared to 3rd Quarter 2015 (Jul 1 - Sep 30)

<b>Northeast</b> 3.5%	<b>South</b> 4.7%	<b>Midwest</b> 4.4%	<b>West</b> 4.3%	<b>Canada</b> 2.7%
--------------------------	----------------------	------------------------	---------------------	-----------------------

### 2016 vs. 2015 Overall Sales Forecast by Region

Compared to Overall Sales for 2015

<b>Northeast</b> 3.9%	<b>South</b> 4.4%	<b>Midwest</b> 5.0%	<b>West</b> 5.0%	<b>Canada</b> 3.4%
--------------------------	----------------------	------------------------	---------------------	-----------------------

### 2nd Quarter 2016 Sales Percentage Change by Region

2nd Quarter 2016 compared to 2nd Quarter 2015 (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

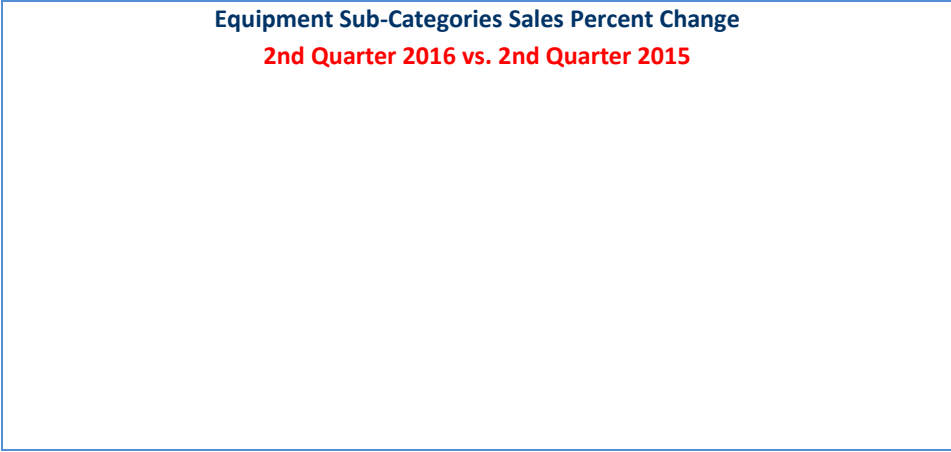
**CANADA includes all provinces and territories in Canada.**

\*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.



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

Q2/2016 Equipment Sub-Categories Business Barometer



Equipment Sub-Categories Sales Percent Change by Region

2nd Quarter 2016 compared to 2nd Quarter 2015 (Apr 1 - Jun 30)

Table with 2 columns and 2 rows for regional sales data.

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.

PLEASE NOTE: The Business Barometer Report is compiled for the exclusive use of the participating companies and MAFSI members. Oral or written disclosure or publication of the confidential aggregate report, in whole or in part, by the participating companies or MAFSI staff to anyone other than authorized participating companies is expressly prohibited.



## Business Barometer Category Product List

Please note: As of q3, 2015, "Menu and Message Boards" (previously calculated in Supplies) are now in Tabletop, and "Thermometers and Temperature Monitoring Devices" (previously in Food Preparation Equipment) are now in Supplies.

<b>MAIN CATEGORIES</b>	
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, Mixing Bowls, Pans, Storage, <b>Thermometers/Temperature Monitoring</b> , 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, <b>Menu/Message Boards</b> , Salt & Pepper Shakers, Serving Bowls/Plates, Serveware, 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
<b>SUB-CATEGORIES</b>	
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, 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