



**The commercial foodservice industry's most definitive non-food sales/trend indicator**  
**Q4/2016 Foodservice Business Barometer Report**

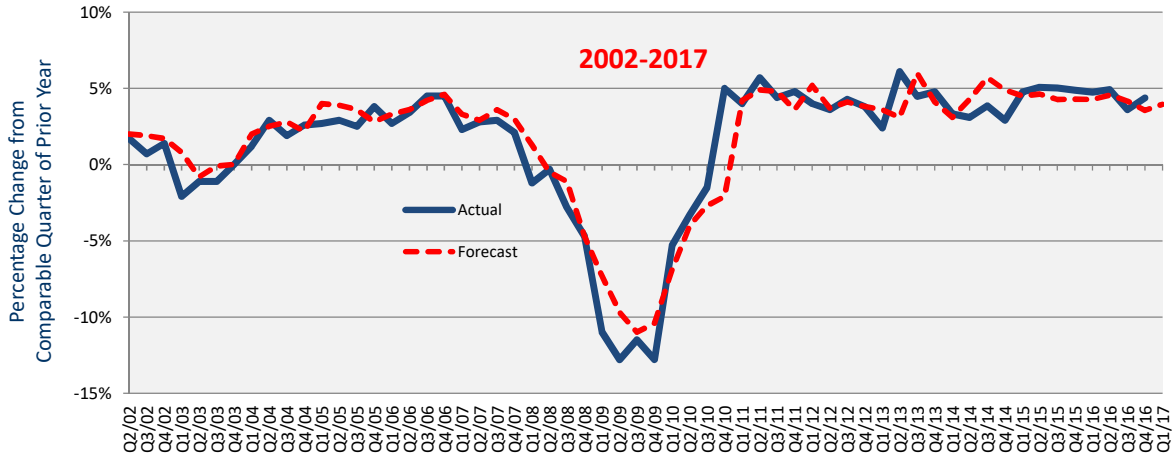
Many thanks to the firms that participated in this quarter's MAFSI Business Barometer:

4 Star Representatives Inc.	Gibbs & Associates, Inc.	Professional Manufacturers Representatives, Inc. (PMR)
Adams Marketing & Sales	GMV Sales	Pro-Quip Foodservice Equipment & Supplies
Advanced Culinary Systems	Griffin Marketing Group, Inc.	R. Henry & Associates
Advantage Marketing Group	Hanna-Young & Assoc., Inc.	R.Z. Marketing Group (Advantage Waypoint)
Agences Hamilton Agencies	Hatch Jennings, Inc.	Rabco Foodservice Limited
Apex Commercial Kitchen Co.	High Sabatino Associates	Redco Foodservice Equipment, LLC
Apex Marketing	Hollander Company	Rep Concepts LLC
ARB Sales and Marketing	HRI, Inc.	Schmid-Dewland Associates
Associated Marketing Agents	Integra Marketing, Inc.	Searles Associates, Inc.
Bauer Marketing Group, Inc.	Johnson Pike & Associates, Inc.	Shamrock Foodservice Equipment Reps. Inc
Beacon Sales Group LLC	Kain-McArthur Inc.	Sharkey & Associates
Bob Waite & Associates	Kaufmann & Associates	South Eastern Manufacturers' Agents, Inc. (SEMA)
Brittan Associates	KBC Specialty Products, Inc.	Specialized Specialty Equipment Sales Company (SESCO)
C. R. Peterson Associates, Inc.	Ken W. Thomson Associates Ltd.	stage KOLSTAD associates, Inc.
Carman-Girard Associates	KLH Marketing, Inc.	Stiefel Associates, Inc.
Charles L. Burton Associates	Koehler-Borden & Associates, Inc.	TBA Sales/Capitol Seating
Chesher Equipment, Ltd.	Lake Effect Sales & Marketing	TD Marketing Company, Inc.
Chrane Foodservice Solutions	Lane Marketing Group	The 2Market Group, Inc.
Claes & Greenoe Marketing Group	Lehr McKeown Marketing, Inc.	The Burlis-Lawson Group
Clark, Malone & Associates, Inc.	Link2 Hospitality Solutions	The Fischer Group
Clements-Stella-Gallagher Marketing	Lund-Iorio, Inc.	The Hansen Group
Commercial Kitchen Reps, Inc.	MAC Sales & Marketing LTD.	The Pantano and Pinilla Agency, Inc.
Copperfield Agencies Limited	Marjon & Associates, Inc.	The Redstone Group
Courtney Marketing, Inc.	Marketing Agents South, Inc.	The Wallin Group, Inc.
Cowan Associates	Master Marketing	The Yes Group
D.L.T. Sales, Inc.	Midwest Professional Reps, Inc.	Thormann Associates
Davis & Associates, Inc.	Miller & Associates	TLC Marketing Inc.
Downing Management	Mirkovich & Associates, Inc.	Total Table Top Plus
DRC Marketing Group	Mirkovich & Associates, Inc.	Tri-State Marketing Associates
E. Ruff & Associates, Inc.	Nick Mavro & Associates, LLC	Vader & Landgraf, Inc.
Eaton Marketing Associates, Inc.	North Star Agency, LLC	Veitch Group
Elevation Rep's of the Rockies	ONE SOURCE	Velkey & Associates
Elite Foodservice Solutions	Paglio & Associates, Inc.	Viola Group
Equipment Preference, Inc. (E.P.I.)	PB & J Commercial Agents	Voeller & Associates, Inc.
Ettinger-Rosini & Associates, Inc.	Pecinka Ferri Associates	W. D. Colledge Co., Ltd.
Finn Marketing Group	Performance Reps Northwest, Inc.	WB Marketing LLC
Five Point Kitchen Solutions	Permul Ltd.	West Coast Food Service Marketing
Florida Agents, Inc.	Posternak Bauer Aitkenhead Cantamessa	Woolsey & Associates, Inc.
Florida REPS, Inc.	Preferred Marketing Agents, Inc.	Wyllie Marketing
Food Equipment Sales & Marketing Agents, Inc. (FESMA)	Preferred Marketing Group	YBR Marketing, Inc.
Food Service Systems	Premier Marketing Group	Young Equipment Solutions, Inc.
Forbes, Hever & Wallace, Inc.	Premier Marketing Group, Inc.	Zink Foodservice
Gabriel Group, Inc.	Pro/Line Marketing, Inc.	



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**Overall Commercial Foodservice Sales Per Quarter for North America**  
**Better than Expected results for Q4/16: Industry Anticipates 8th year of Expansion**



**Better than Expected results for Q4/16: Industry Anticipates 8th year of Expansion**

The MAFSI Business Barometer data for the fourth quarter of 2016 reported a relatively strong finish at + 4.4%. This is much better than the +3.6% gain that had been forecasted. For each quarter, overall gains in 2016 were 4.8%, 4.9%, 3.6%, and 4.4% for a yearly average increase of 4.425%.

Given that the US economy at large, as measured by the GDP, grew at a rate of 2.401% and Canada at a mere 1.452%, the Foodservice Equipment and Supply Industry had a very healthy year once again. In other terms, our industry is growing 84% faster than the US economy as a whole.

Furthermore, at our most positive NAFEM 2017 Show, many Dealers, Reps, Manufacturers, and other Industry partners, bragged about very robust gains in some cases into double digits. Many of these gains involve the taking of market share, acquisitions, and consolidation.

By product type, the Q4/16 growth of 4.4% broke down as follows: Equipment 4.5%, Furniture 4.3%, Tabletop 3.9%, and Supply 3.3%. By region, the gains ranged from 5.4% West, 4.9% Northeast, 4.7% South 3.9% Midwest and 2.3% Canada. Quoting Activity improved to 48% more from 45% more in Q3 while Consultant Activity slowed a bit to 35% more from 37% more in Q3.

For Q1/17 MAFSI Reps are forecasting a gain of 3.9% and for all of 2017, a gain of 4.4%.

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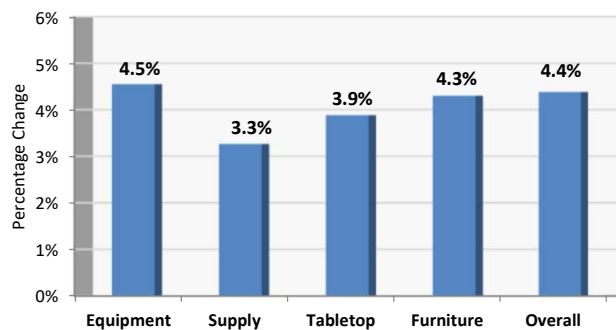
**Qtrly Sales Forecast for North America**  
**Q1/17 vs. Q1/16**  
**3.9%**

**Yearly Sales Forecast for North America**  
**2017 vs. 2016**                      **2016 vs. 2015**  
**4.4%**                                      **4.5%**

**Quoting Activity for Q4/16 vs. Q3/16**  
**More**                      **Less**                      **No Change**  
**48%**                      **11%**                      **41%**

**Consultant Activity for Q4/16 vs. Q3/16**  
**More**                      **Less**                      **No Change**  
**35%**                      **12%**                      **53%**

**4th Quarter 2016**  
**Overall Sales for North America**  
**Q4/2016 vs. Q4/2015 (Oct 1 - Dec 31)**



\*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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**Q1/17 vs. Q1/16 Sales Percentage Change Forecast by Region**

1st Quarter 2017 compared to 1st Quarter 2016 (Jan 1 - Mar 31)

<b>Northeast</b> 4.3%	<b>South</b> 4.4%	<b>Midwest</b> 3.7%	<b>West</b> 3.9%	<b>Canada</b> 3.0%
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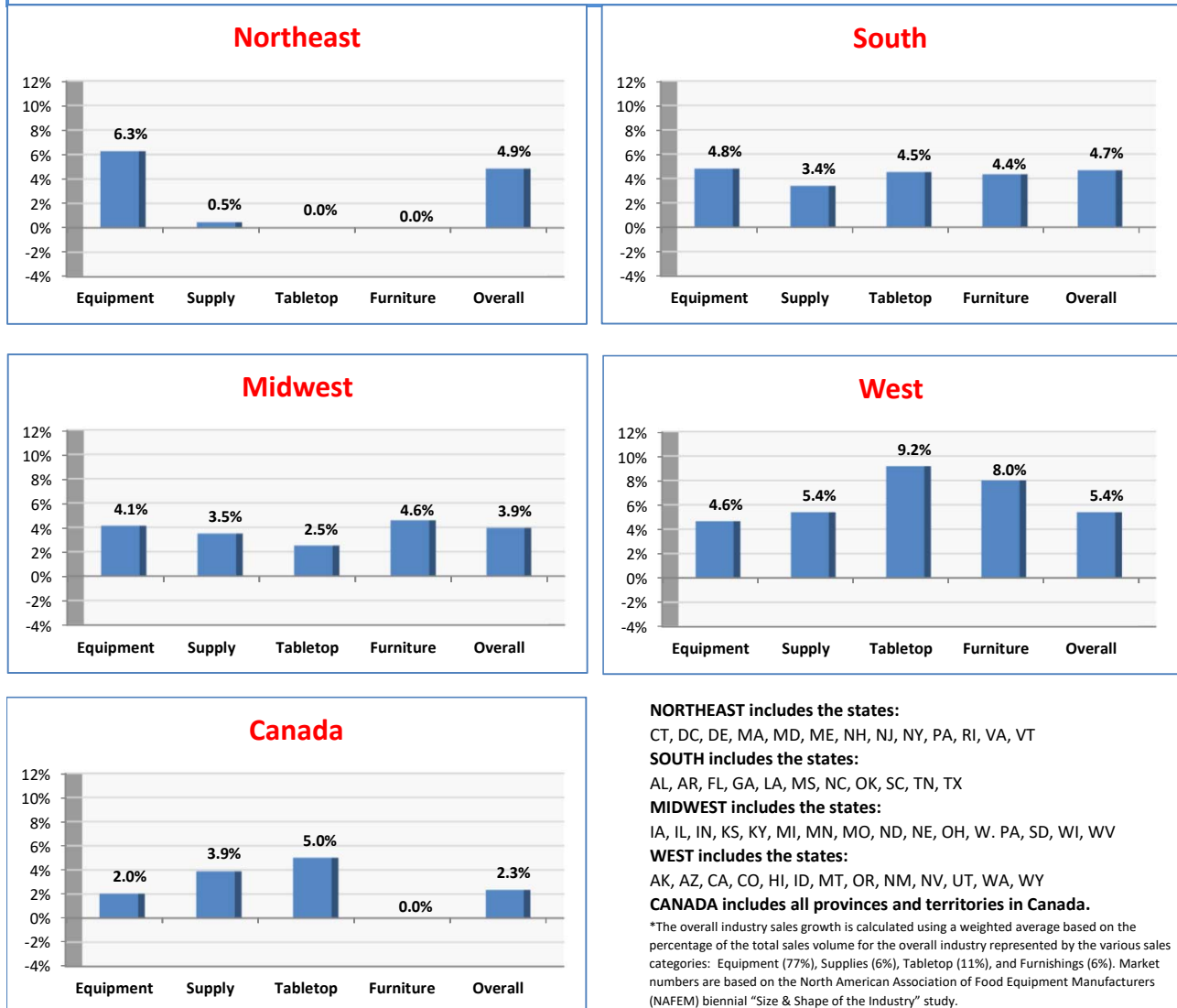
**2017 vs. 2016 Overall Sales Forecast by Region**

Compared to Overall Sales for 2016

<b>Northeast</b> 4.2%	<b>South</b> 4.4%	<b>Midwest</b> 4.6%	<b>West</b> 4.4%	<b>Canada</b> 4.1%
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**4th Quarter 2016 Sales Percentage Change by Region**

4th Quarter 2016 compared to 4th Quarter 2015 (Oct 1 - Dec 31)



**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:

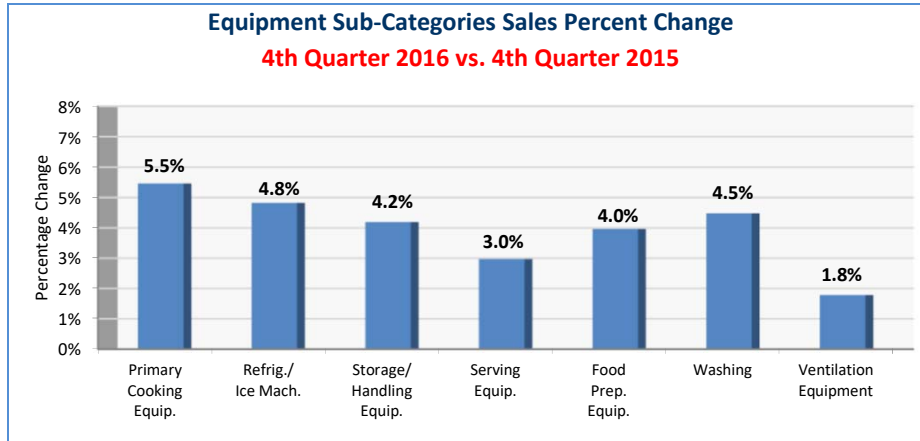
AK, AZ, CA, CO, HI, ID, MT, OR, NM, NV, UT, WA, WY

**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.

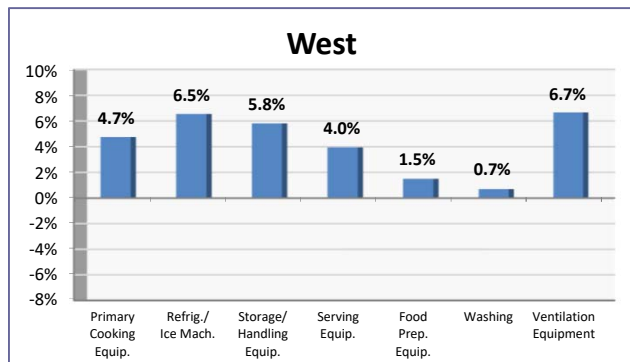
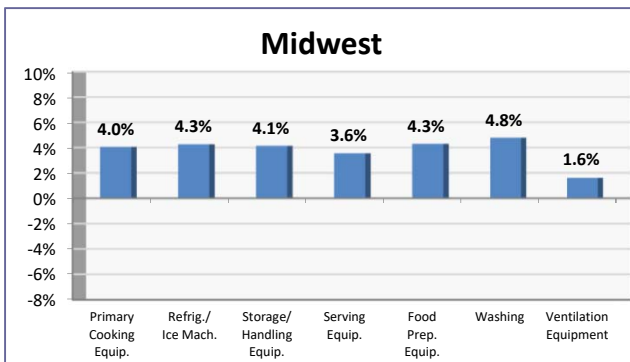
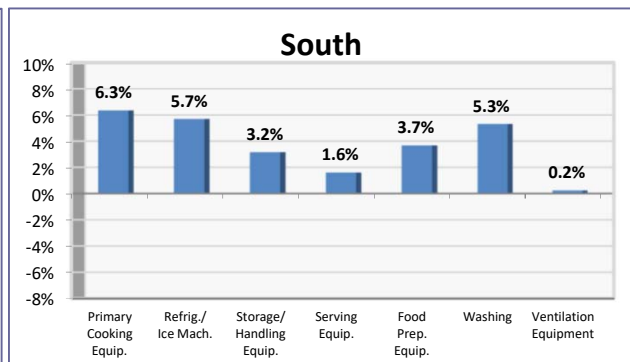
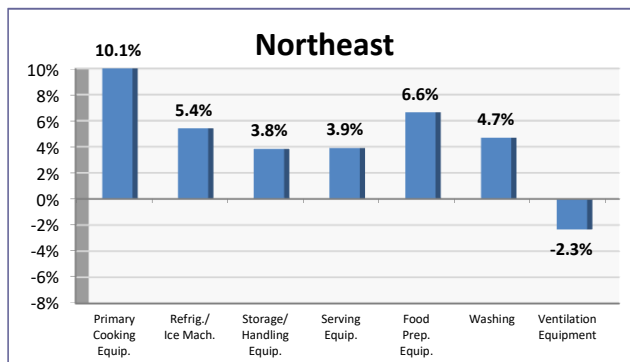
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**Q4/2016 Equipment Sub-Categories Business Barometer**



**Equipment Sub-Categories Sales Percent Change by Region**

4th Quarter 2016 compared to 4th Quarter 2015 (Oct 1 - Dec 31)



**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:**

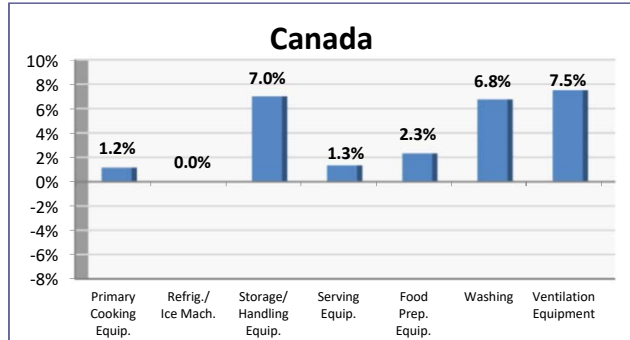
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

**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

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.

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, 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, 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, Timers
Warewashing Equipment  (please note, as of Q416, Sanitation Equipment is included under Janitorial and Sanitation Equipment)	Booster Heaters, Can Washers, Faucets/Spray Units/Washers/Hoses, Flatware-Handling/Recovery Systems, Floor Troughs & Drains, Pulpers & De-Water Equipment, Racks (Warewashing/Dishwashing Racks), Sinks, Tables (Dish), Warewashing/Dishwashing Machines, 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