



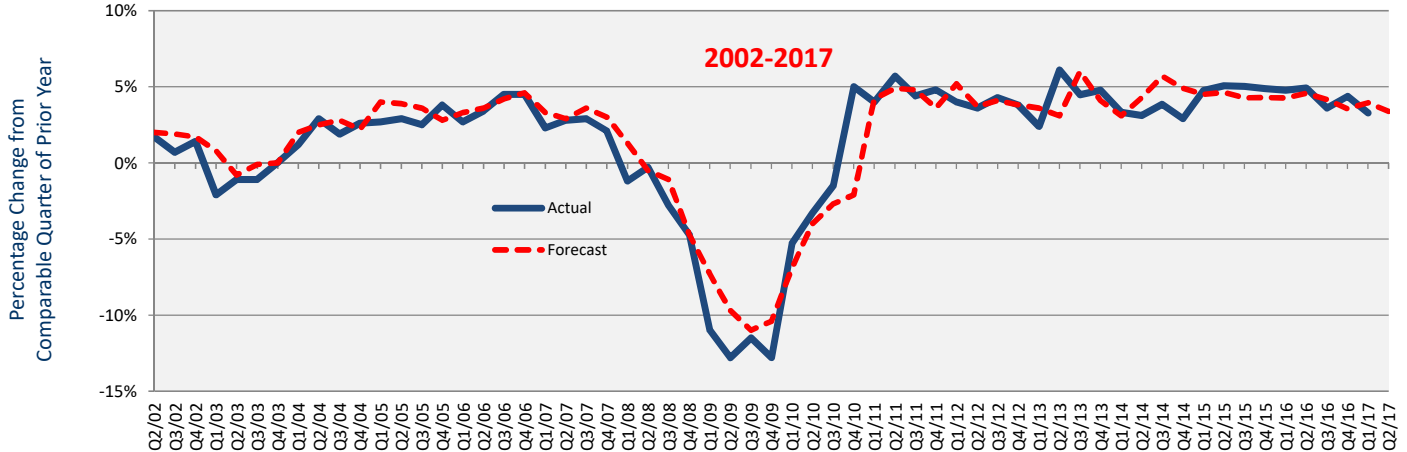
The commercial foodservice industry's most definitive non-food sales/trend indicator
Q1/2017 Foodservice Business Barometer Report

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

Acosta Cornerstone	Foodservice Equipment Agents, LLC	Premier Equipment Group, Inc.
Adams Marketing & Sales	Forbes, Hever & Wallace, Inc.	Premier Marketing Group, Inc.
Advanced Culinary Systems	Gabriel Group, Inc.	Pro Foodservice Reps Limited
Advantage Marketing Group	Gibbs & Associates, Inc.	Pro/Line Marketing, Inc.
Agences Hamilton Agencies	GMV Sales	Professional Manufacturers Representatives, Inc. (PMR)
Apex Commercial Kitchen Co.	Greenwald Sales & Marketing	Pro-Quip Foodservice Equipment & Supplies
Apex Marketing	Griffin Marketing Group, Inc.	R. Henry & Associates
ARB Sales and Marketing	Hanna-Young & Assoc., Inc.	R.Z. Marketing Group (Advantage Waypoint)
Barringer High Country Marketing, Inc.	High Sabatino Associates	Rabco Foodservice Limited
Beacon Sales Group LLC	Hollander Company	Redco Foodservice Equipment, LLC
Bob Waite & Associates	HRI, Inc.	Rep Concepts LLC
Bowerman Management Group	Integra Marketing, Inc.	Roy Siegel & Associates
Brittan Associates	J. Wilson Marketing Ltd.	Schmid-Dewland Associates
BSE Marketing	JMT Reps	Shamrock Foodservice Equipment Reps. Inc
C. R. Peterson Associates, Inc.	Johnson Pike & Associates, Inc.	South Eastern Manufacturers' Agents, Inc. (SEMA)
Carman-Girard Associates	Kain-McArthur Inc.	Specialized
Charles L. Burton Associates	Kaufmann & Associates	Specialty Equipment Sales Company (SESCO)
Charles Pace & Associates	KBC Specialty Products, Inc.	stage KOLSTAD associates, Inc.
Chernoff Sales, Inc.	Ken W. Thomson Associates Ltd.	Stiefel Associates, Inc.
Chesher Equipment, Ltd.	KLH Marketing, Inc.	TD Marketing Company, Inc.
Chrane Foodservice Solutions	Koehler-Borden & Associates, Inc.	The 2Market Group, Inc.
Clark, Malone & Associates, Inc.	Lake Effect Sales & Marketing	The Burlis-Lawson Group
Clements-Stella-Gallagher Marketing	Lehr McKeown Marketing, Inc.	The Fischer Group
Collis Group, Inc.	Link2 Hospitality Solutions	The Hansen Group
Commercial Kitchen Reps, Inc.	Lund-Iorio, Inc.	The Redstone Group
Copperfield Agencies Limited	MAC Sales & Marketing LTD.	The Yes Group
Courtney Marketing, Inc.	Marjon & Associates, Inc.	Thormann Associates
Cowan Associates	Marketing Agents South, Inc.	TLC Marketing Inc.
Davis & Associates, Inc.	Master Marketing	Total Table Top Plus
Desert Peak Marketing	McGirr, Inc.	TRC Marketing, Inc.
Downing Management	Midwest Professional Reps, Inc.	Vader & Landgraf, Inc.
DRC Marketing Group	Miller & Associates	Veitch Group
E. Ruff & Associates, Inc.	Mirkovich & Associates, Inc.	Velkey & Associates
Eaton Marketing Associates, Inc.	Mirkovich & Associates, Inc.	Viola Group
Elevation Rep's of the Rockies	Nick Mavro & Associates, LLC	Voeller & Associates, Inc.
Equipment Preference, Inc. (E.P.I.)	North Star Agency, LLC	W. D. Colledge Co., Ltd.
E-Source, Inc.	ONE SOURCE	Walter Zebrowski Associates
Ettinger-Rosini & Associates, Inc.	Paglio & Associates, Inc.	WB Marketing LLC
Finn Marketing Group	PB & J Commercial Agents	West Coast Food Service Marketing
Five Point Kitchen Solutions	Pecinka Ferri Associates	Woolsey & Associates, Inc.
Florida Agents, Inc.	Performance Food Equipment Group, Inc.	Wyllie Marketing
Florida REPS, Inc.	Permul Ltd.	YBR Marketing, Inc.
FOCUS Hospitality Sales	Posternak Bauer Aitkenhead Cantamessa	Young Equipment Solutions, Inc.
Food Equipment Sales & Marketing Agents, Inc. (FESMA)	Preferred Marketing Group	Zink Foodservice
Food Service Systems		

Overall Commercial Foodservice Sales Per Quarter for North America

Sales growth slows in fourth quarter to 2.9% from 3.8% in Q3/2014



First Quarter 2017 Suffers "Hang-Over" from Strong Fourth Quarter 2016 Finish

The MAFSI Business Barometer results for the first quarter of 2017 dropped to a gain of +3.3% against a Q1/17 forecast of +3.9% and a previous quarter (Q4/16) stronger than expected performance of +4.4%. You might say that the 1st quarter market was "hang-over" from the 4th quarter. This is likely due to year end purchases to maximize buying programs and to beat typical 1st quarter price increases driven by material raises.

By product type, the Q1/17 overall growth broke down as follows: Tabletop +5.3%, Equipment +3.1% (from +4.5% previous quarter), Supply +2.9%, and Furniture +1.7%. By region, the gains varied from +4.5% South, +4.2% Canada, +3.9% Northeast, +2.5% West and +2.1% Midwest. Product type results within regions greatly varied (see page 3 and 4 Graphs for fuller details).

With a growing number of MAFSI firms representing janitorial and sanitation products, we've included Jan/San reporting in Q12017 for the first time in the Barometer's history. Numbers are overall for North America, with +4.9% equipment, +3.5% supplies, and +3.1% disposables.

Quoting activity held steady at 48% Quoting More and so did Consultant Activity at 37% Busier. Hopefully, this indicates a temporary nature of a short term "hang-over". The actual forecast for Q2/17 calls for a slight improvement to +3.4%.

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

Qtrly Sales Forecast for North America
 Q2/17 vs. Q2/16
3.4%

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

Quoting Activity for Q1/17 vs. Q4/16

More	Less	No Change
48%	20%	33%

Consultant Activity for Q1/17 vs. Q4/16

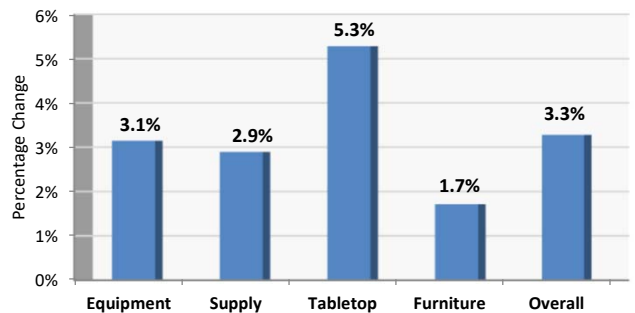
More	Less	No Change
37%	13%	50%

Janitorial & Sanitation Sales for Q1/17 vs. Q1/16

Equipment	Supplies	Disposables
4.9%	3.5%	3.1%

1st Quarter 2017 Overall Sales for North America

Q1/2017 vs. Q1/2016 (Jan 1 - Mar 31)



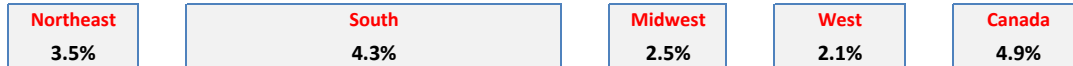
*The overall industry sales growth is calculated using a weighted average based on the percentage of the total sales volume for the overall industry represented by the various sales categories: Equipment (77%), Supplies (6%), Tabletop (11%), and Furnishings (6%). Market numbers are based on the North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



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Q2/17 vs. Q2/16 Sales Percentage Change Forecast by Region

2nd Quarter 2017 compared to 2nd Quarter 2016 (Apr 1 - Jun 30)



2017 vs. 2016 Overall Sales Forecast by Region

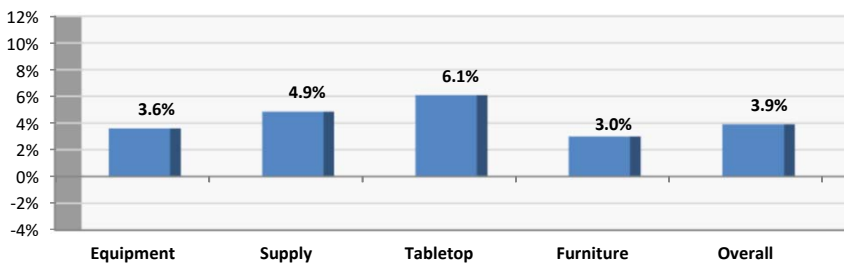
Compared to Overall Sales for 2016



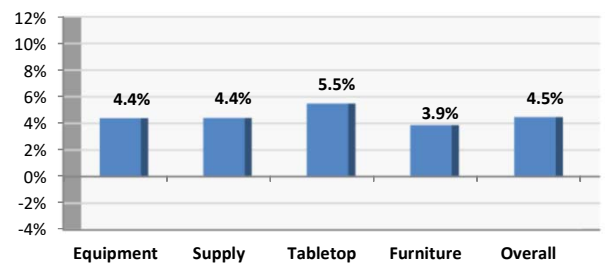
1st Quarter 2017 Sales Percentage Change by Region

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

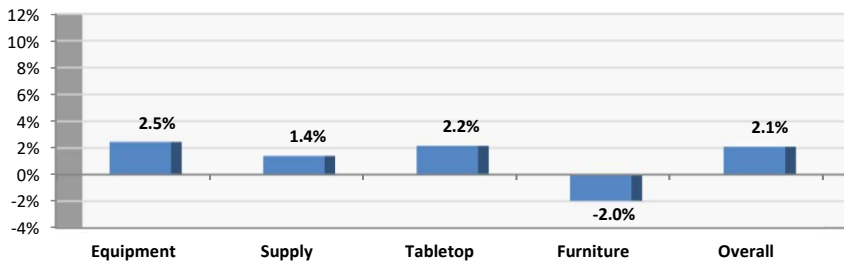
Northeast



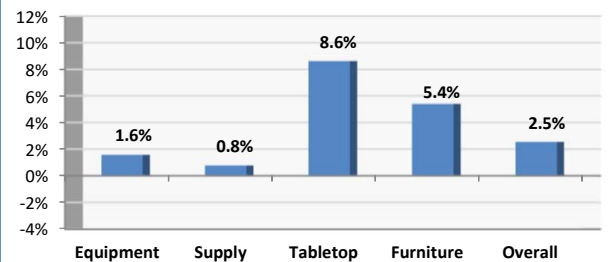
South



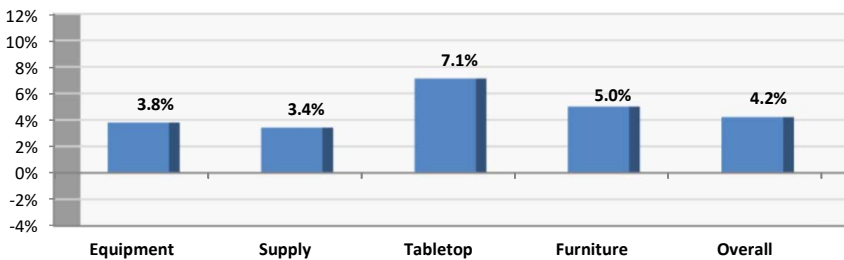
Midwest



West



Canada



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

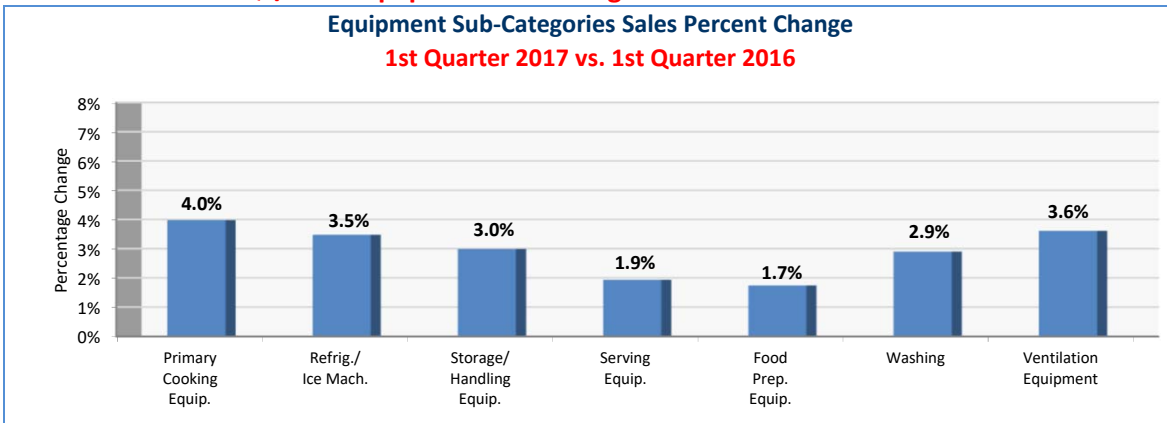
CANADA includes all provinces and territories in Canada.

*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.



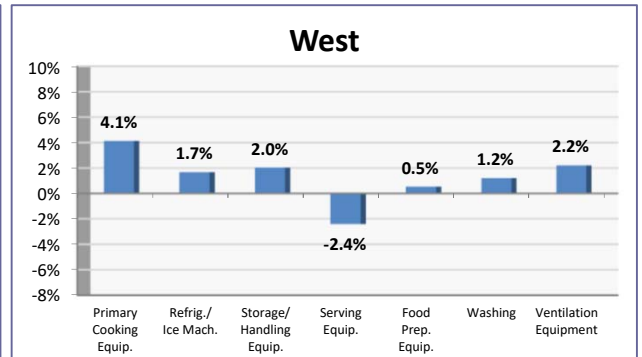
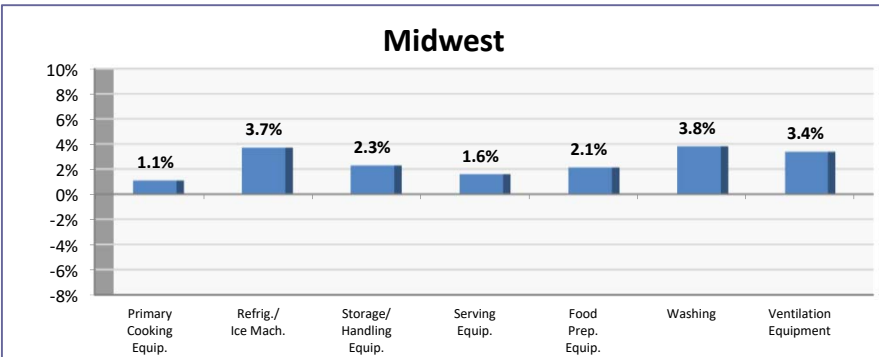
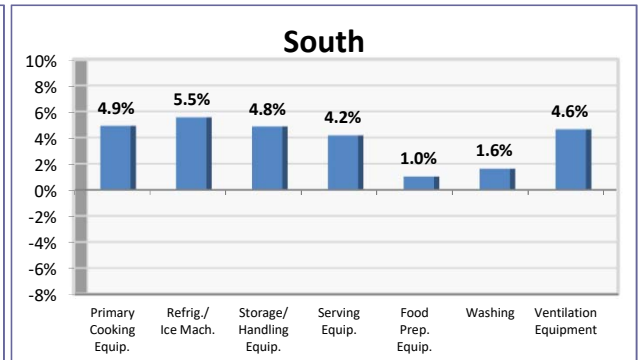
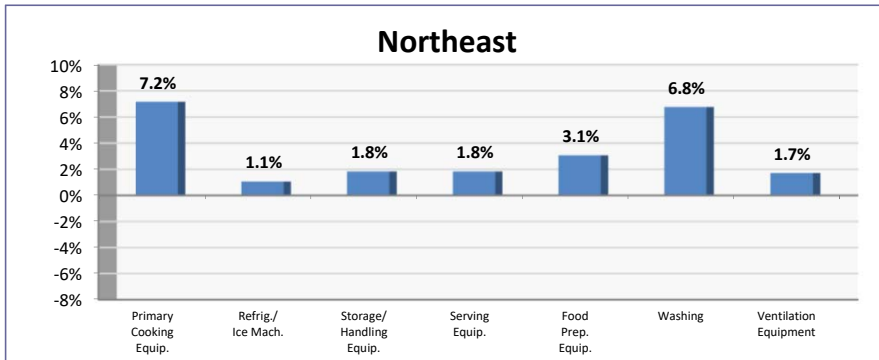
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Q1/2017 Equipment Sub-Categories Business Barometer



Equipment Sub-Categories Sales Percent Change by Region

1st Quarter 2017 compared to 1st Quarter 2016 (Jan 1 - Mar 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:

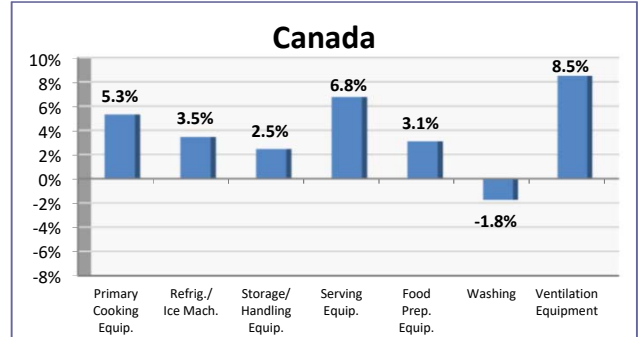
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

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.



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.

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, Thermometers/Temperature Monitoring , 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, Menu/Message Boards , 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
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
New! Janitorial & Sanitation Equipment	Air Blowers/Carpet Dryers, Air Filtration Equipment, Bathroom Stall Doors, Cabinet Bases, Dehumidifying Equipment, Drain Pipes, Eye Wash Stations, Faucets and Faucet Systems, Pressure Washing Systems, Restroom Partitions/Stalls, Floor Scrubbers, Sinks, Toilets, Toilet Flushing Systems, Urinals
New! Janitorial & Sanitation Supplies	Baby Changing Stations, Brooms, Dusts Mops, etc., Brushes (Equipment Cleaning Brushes, Scouring Pads, etc.), Can & Bottle Crushers, Carpet Sweepers, Vacuums, Floor & Carpet Care Products, Carts (Janitorial), Cloths Microfiber, Drainboards, Hand Dryers, Mats (Anti-Fatigues, Bar, Rubber, etc.), Mops, Buckets & Pails, Odor Control Chemicals & Devices, Paper Towel Dispensers, Soaps and Hand Sanitizers, Soap Dispensers, Stall Storage Systems, Toilet Paper and Sanitary Dispensers, Waste Bins & Recycling Containers
New! Disposables	Disposable: Catering Trays and Serving Ware, Cloths Non-Woven, Concession Food Bags, Eco-Friendly Cups, Bowls, Flatware, Lids and Plates, Deli Food Safety Labels, Food Trays & Lids, Foam Food Cups, Bowls and Plates, Gloves, Garbage Bags, Paper Napkins, Paper Cups, Lids and Plates, Placemats (Disposable), Plastic Barware, Plastic Cups, Plates and Lids, Plastic Flatware, Take-Out Containers, Trash Can Liners