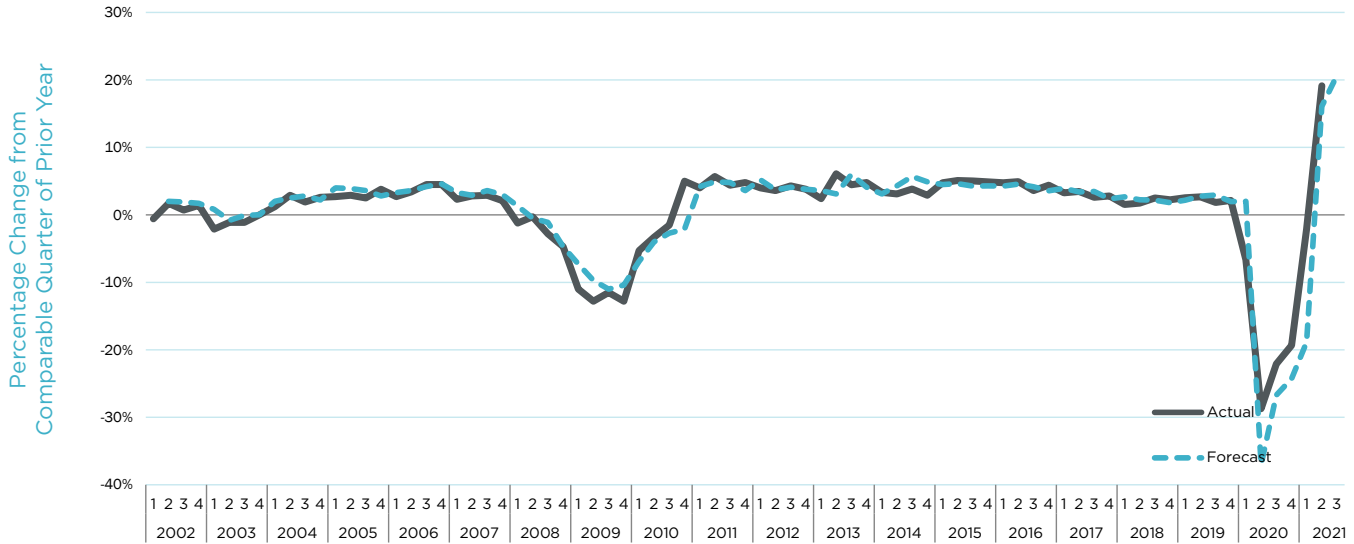


Overall Commercial Foodservice Sales Per Quarter for North America
MAFSI Business Barometer Reports Strong Sales in Q2/21 as Manufacturers Struggle to Keep up with Unprecedented Demand



MAFSI Barometer Reports Strong Sales in Q2/21 as Manufacturers Struggle to Keep up with Unprecedented Demand

Overall sales in the second quarter of 2021 climbed by +19.1% compared to Q2/20. This was even greater than the +16.1% advance that had been forecasted for the quarter.

Although not tracked by the MAFSI Business Barometer, reported bookings were far in excess of actual shipments as evidenced by extremely long lead times, late deliveries, raw material shortages, labor issues, and transportation setbacks, all of which have manufacturers struggling to cope with this unprecedented surge in demand.

The breakdown for Q2 overall sales by category is +32.5% in Tabletop, +18.1% in Supplies, +17.7% in Equipment, and +15.9% in Furniture.

All regions reported strong advances when compared to the COVID shutdown period of Q2/20. Canada led the way with +31.6%, followed by the West at +23.7%, then the Northeast at +21.2%, and both the Midwest and South at +15.4%.

The overall forecast for Q3/21 compared to Q3/20 is +20.7% continuing the strong advance including regional forecasts from +26.0% in the Northeast, to +20.3% in Canada, to +20.0% in the Midwest, to +19.6% in the South, and +16.8% in the West.

The expectation is that future activity will start to taper as evidenced by 51% of reps said they are quoting more this quarter vs. 81% from last quarter. Also 51% of reps reported more consultant specs this quarter vs. 56% of reps reported more specs last quarter.

However, it will take some time for the demand for foodservice products to stabilize as long lead times and escalating prices over-stimulate advance purchasing. Eventually, supply will catch up with demand.

The spread of the Delta variant has greatly delayed a return to normalcy, particularly in the areas of corporate dining, tourism, business travel, hotel bookings, and conventions.

A slowdown in restaurant reservations, as well as a decrease of new hirings in the hospitality market are further signs of an upcoming deceleration of the exuberance that has captivated our industry.

Executive Summary written by Michael R. Posternak, PBAC & Associates LTD. Eastchester, NY mp@pbacrep.com

Qtrly Sales Forecast for North America
Q3/21 vs. Q3/20
 20.7%

Yearly Sales Forecast for North America
2021 vs. 2020 **2020 vs. 2019**
 6.0% 3.0%

Quoting Activity for Q2/21 vs. Q1/21

More	Less	No Change
59%	11%	30%

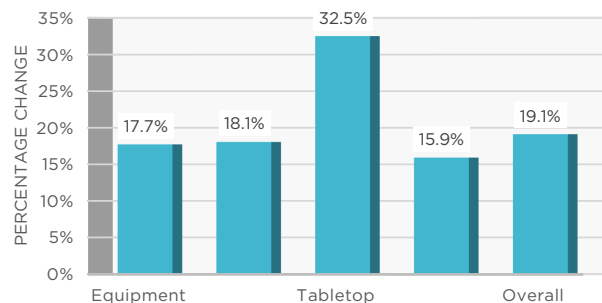
Consultant Activity for Q2/21 vs. Q1/21

More	Less	No Change
51%	11%	38%

Jan San Sales for Q2/21 vs. Q2/20

Equipment	Supplies	Disposables
13.5%	14.3%	9.4%

2nd Quarter 2021
Overall Sales for North America
Q2/2021 vs. Q2/2020 (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.



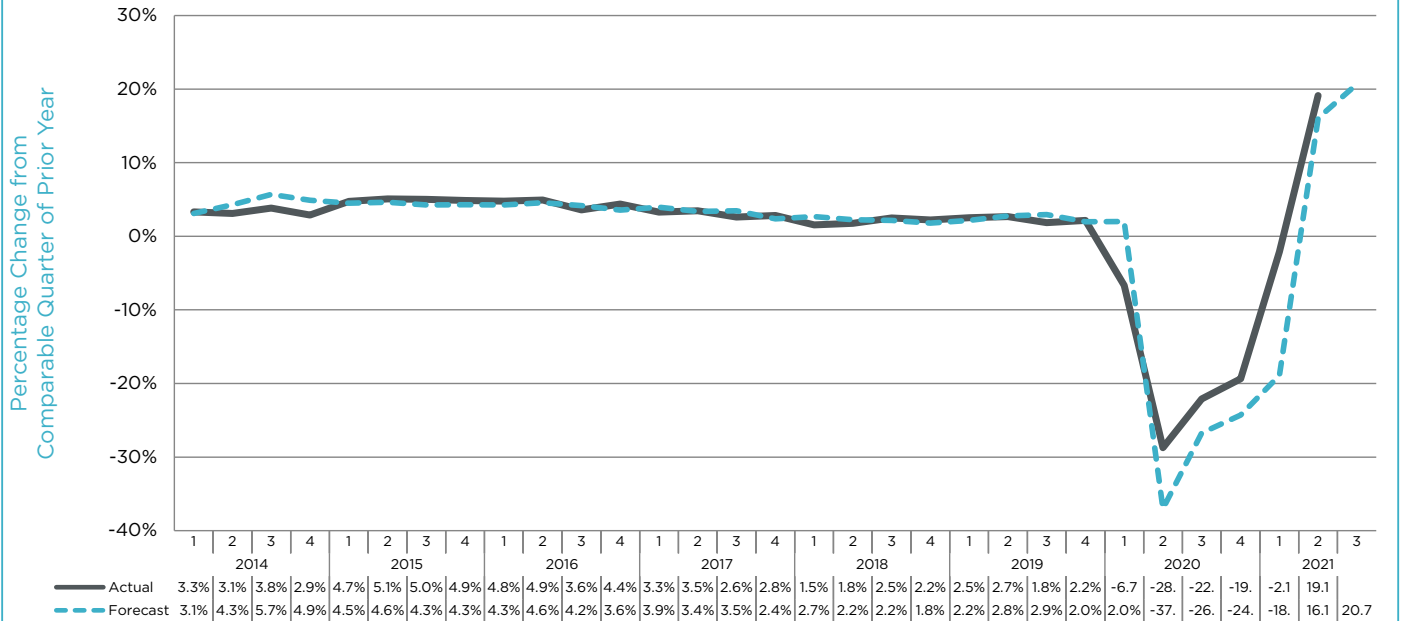


The commercial foodservice industry's most definitive non-food sales/trend indicator

Q2/2021 Foodservice Business Barometer Report

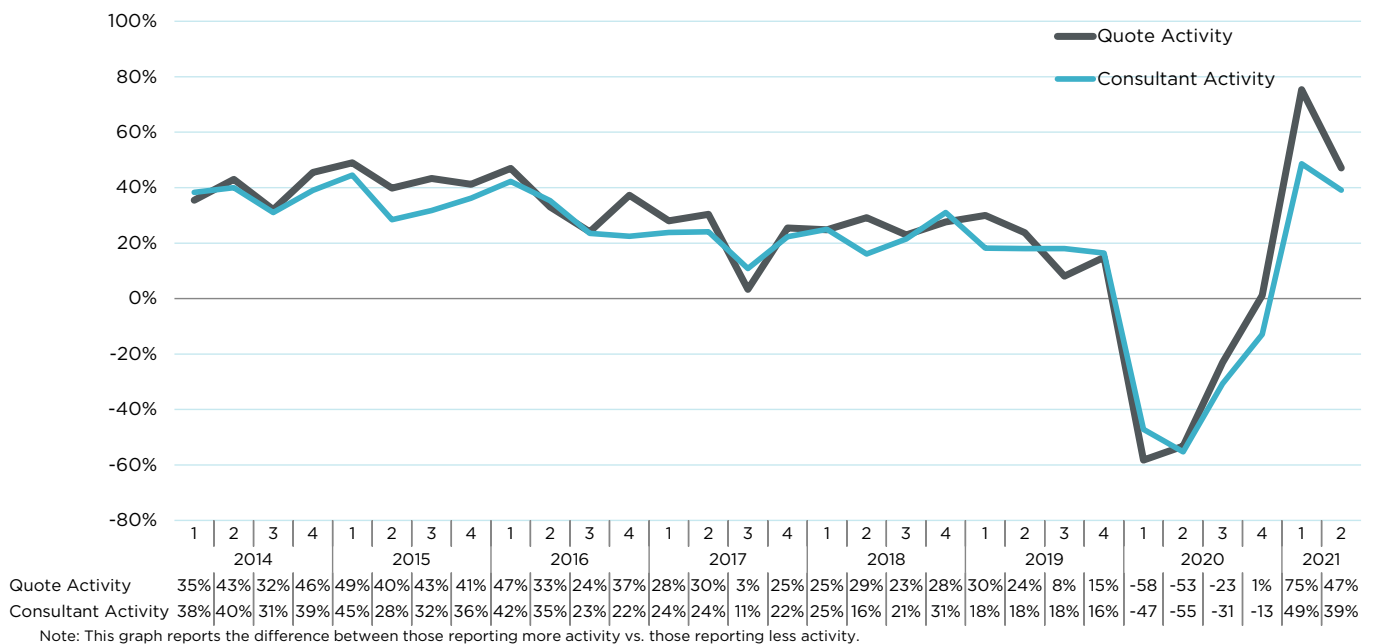
Overall Commercial Foodservice Sales Per Quarter for North America

2014 - 2021



Quotation and Consultant Activity

2014-2021



Q2/2021 Foodservice Business Barometer Report

Q3/21 vs. Q3/20 Sales Percentage Change Forecast by Region

3rd Quarter 2021 compared to 3rd Quarter 2020 (Jul 1 - Sep 30)

Northeast 26.0%	South 19.6%	Midwest 20.0%	West 16.8%	Canada 20.3%
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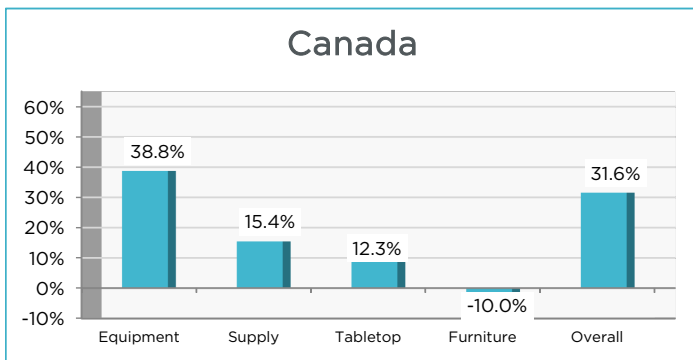
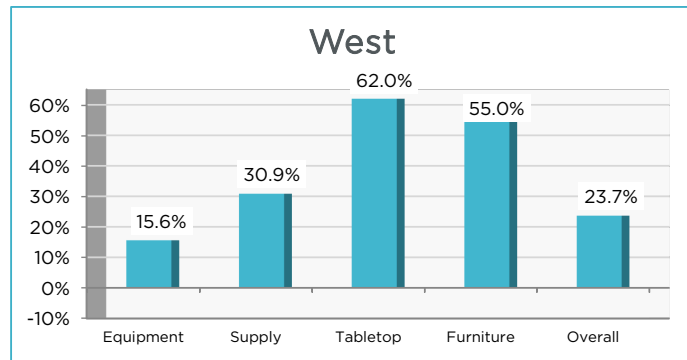
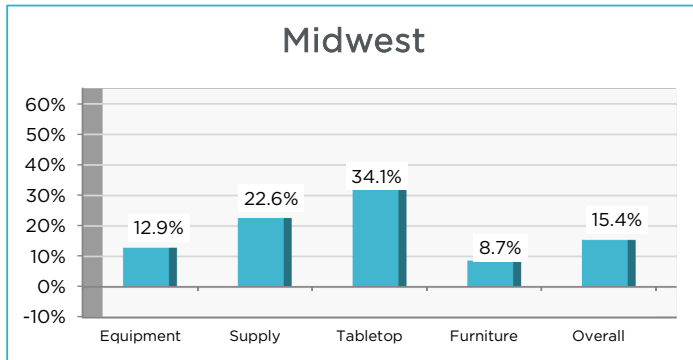
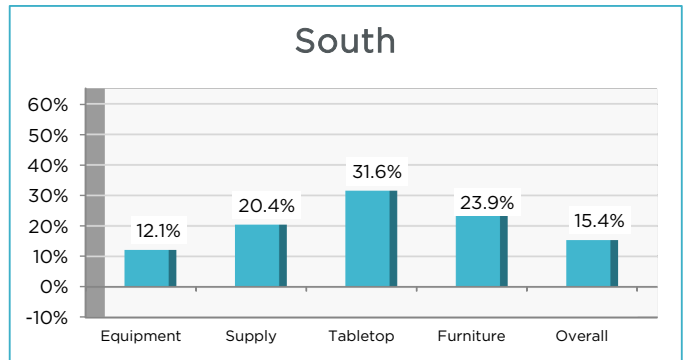
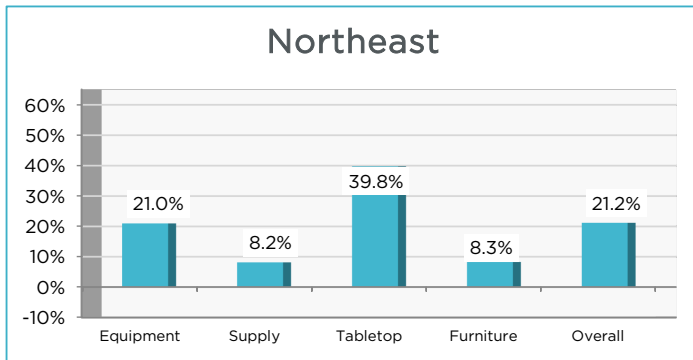
2021 vs. 2020 Overall Sales Forecast by Region

Compared to Overall Sales for 2020

Northeast 10.4%	South 6.4%	Midwest 5.2%	West 0.5%	Canada 4.8%
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2nd Quarter 2021 Sales Percentage Change by Region

2nd Quarter 2021 compared to 2nd Quarter 2020 (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:

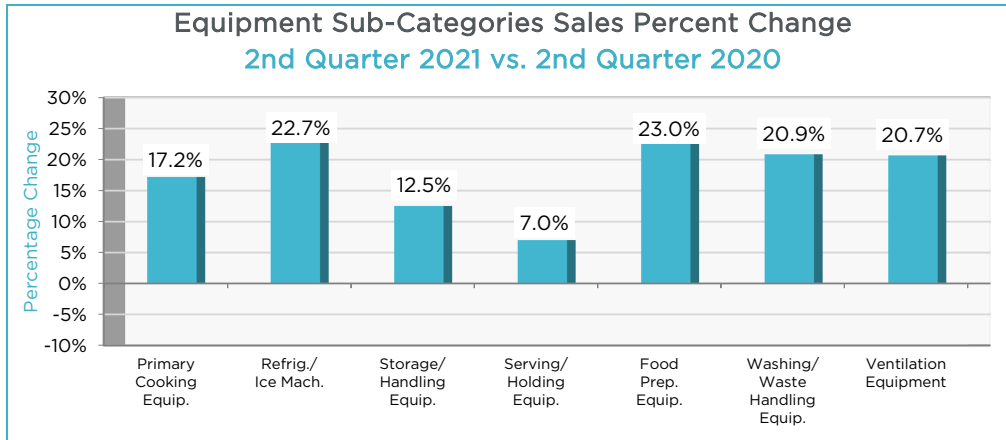
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

WEST includes the states:

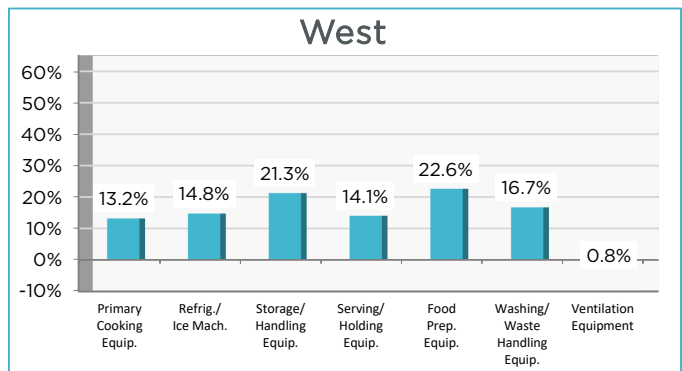
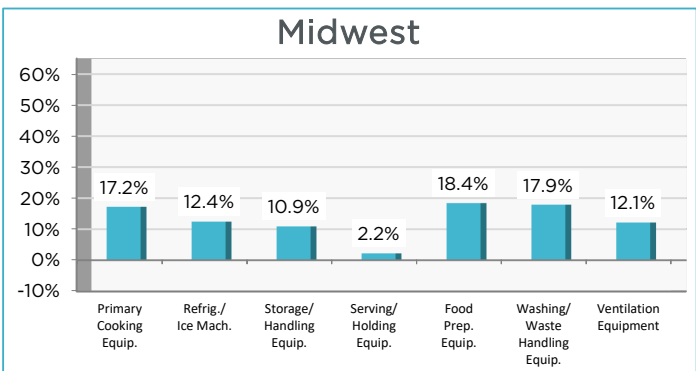
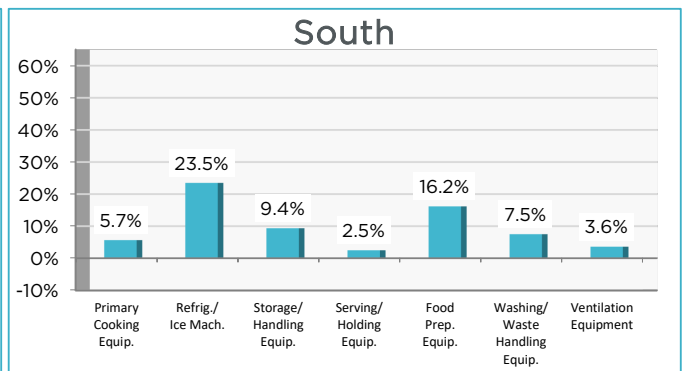
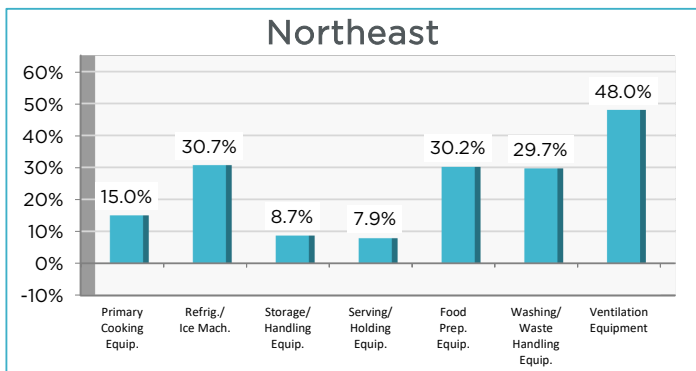
AK, AZ, CA, CO, HI, ID, MT, OR, NM, NV, UT, WA, WY

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 (7%), Tabletop (10%), and Furnishings (6%). Market numbers are based on the North American Association of Food Equipment Manufacturers (NAFEM) biennial "Size & Shape of the Industry" study.



Equipment Sub-Categories Sales Percent Change by Region 2nd Quarter 2021 compared to 2nd Quarter 2020 (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:

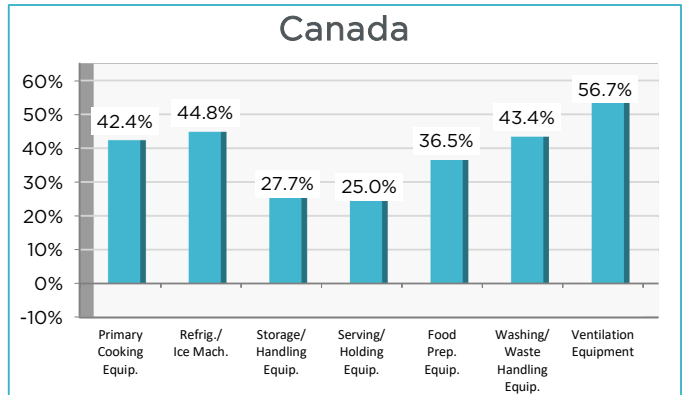
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

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 (25%), Refrigeration/Ice Machines (32%), Storage/Handling (9%), Serving (16%), Food Prep (7%), Warewashing (11%) 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.

MAIN CATEGORIES	
Equipment <i>Please note:</i> as of Q315, "Thermometers and Temperature Monitoring Devices" (previously in Food Preparation Equipment) are now in Supplies.	Food Preparation Equipment, Janitorial & Sanitation Equipment, Primary Cooking Equipment, Refrigeration & Ice Machines, Serving & Holding Equipment, Storage & Handling Equipment, Ventilation, Warewashing, Waste Handling Equipment
Supplies <i>Please note:</i> as of Q315, "Menu and Message Boards" (previously calculated in Supplies) are now in Furniture.	Barware, Bakeware, Bins, Bus/Tote Boxes, Buckets (Ice & Wine), Buffetware, Can Openers, Chef Apparel/Shoes, Cleaning Tools, Colanders, Cookware/Pans/Pots, Cutting Boards, Knives/Cutlery Blocks/Sharpeners, Mixing Bowls, Storage Containers, Thermometers/Temperature Measurement/Food Safety, Textiles (Kitchen), Utensils/Tools (Kitchen)
Tabletop	Baskets, Beverage Pitchers/Servers, Candle Holders/Lamps, Candle & Chafing Fuel, Carafes/Decanters, Chafers, Covers, Dinnerware, Drinkware, Flatware, Glassware/Stemware, Linens (Napkins & Tablecloths/Covers), Menu Covers, Salt & Pepper Shakers, Serving Bowls/Plates, Serveware, Trays, Tray Stands
Furniture	Bars (Stationary & Mobile), Benches, Booths, Cabinets (Decor), Chairs, Coat Racks, Drive -Thru/Pass-Thru Windows, Heaters (Patio/Outdoor), Hostess Stands, Menu/Message Boards, Railings & Railings Fittings, Signs/Signage, Stools, Tables, Table Bases, Table Tops, Umbrellas
SUB-CATEGORIES	
Primary Cooking Equipment	Braising Pans, Broilers, Charbroilers, Cook-Chill Systems, Fryers, Griddles, Grills, Hot Dog Grills/Rollers, Microwaves, Oil Filtration Systems, Ovens, Panini Grills, Pasta Cookers, Ranges, Rice Cookers, Smokers, Steam Jacketed Kettles, Steamers, Tilting Skillets, Toasters, Waffle Bakers/Crepe Equipment
Refrigeration & Ice Machines	Air Curtains, Blast Chillers, Compressors, Condensers & Evaporators, Coolers, Doors (Walk-In/Insulated), Drop-In Pan Chillers, Freezers, Ice Cream Cabinets, Ice Machines, Refrigeration, Slush/Smoothie Machines, Soft-Serve Ice Cream/Yogurt Machines, Water Filter Systems
Storage & Handling Equipment	Cabinets, Carts, Conveyor Systems, Covers, Dispensers (non-food), Dollies (Can, Dish, Rack), Food & Ingredient Canisters & Containers, Hand Trucks/Utility Trucks, Meal Delivery Systems, Racks, Receiving Scales, Shelving, Work Tables (Bakers, Cooks, Makeup, Prep, etc.)
Serving & Holding Equipment	Beer Systems, Beverage Dispensers, Carving Stations, Coffee Equipment, Display/Merchandisers, Food Dispensers, Food Shields, Heat Lamps, Kiosks/Mobile Serving Units, Salad/Food Bars, Serving/Buffer Lines, Serving Carts, Soda Fountains, 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, Pasta Makers, Popcorn Carts/Machines, Salad/Vegetable Washers & Dryers, Scales, Slicers, Timers, Vacuum-Pack Machines
Warewashing & Waste Handling Equipment <i>Please Note,</i> as of Q416, Sanitation Equipment is included under Janitorial and Sanitation Equipment.	Booster Heaters, Can & Bottle Crushers, Can Washers, Drainboards, Faucets/Spray Units/Washers/Hoses, Flatware-Handling/Recovery Systems, Floor Troughs & Drains, Mats (Anti-Fatigue, Bar, Rubber, etc.), Pulpers & De-Water Equipment, Racks (Warewashing/Dishwashing Racks), Sinks, Tables (Dish), Warewashing/Dishwashing Machines, Waste Bins/Recycling, 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
Janitorial & Sanitation Lines	
New! Janitorial & Sanitation Equipment	Air Blowers/Carpet Dryers, Air Filtration Equipment, Bathroom Faucets and Faucet Systems, Bathroom Stall Doors, Dehumidifying Equipment, Eye Wash Stations, 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.), Carpet Sweepers, Vacuums, Floor & Carpet Care Products, Carts (Janitorial), Cloths Microfiber, Hand Dryers, Mops, Buckets & Pails, Odor Control Chemicals & Devices, Paper Towel Dispensers, Soaps and Hand Sanitizers, Soap Dispensers, Stall Storage Systems, Toilet Paper and Sanitary Dispensers
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



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

Q2/2021 Foodservice Business Barometer Report

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

Agences Hamilton Agencies	High Sabatino Associates	Premier Marketing Group, Inc.
Allied Technologies Food Equipment	Hollander Company	Professional Manufacturers Representatives, Inc. (PMR)
Anderson Foodservice Solutions	HRI, Inc.	Pro-Quip Foodservice Equipment & Supplies Incorporated
Apex Commercial Kitchen Co.	Kain-McArthur Inc.	R. Henry & Associates
Apex Marketing	Kaufmann McKeown Marketing	Redco Foodservice Equipment, LLC
Beacon Sales Group LLC	KBC Specialty Products, Inc.	Schmid-Dewland Associates
Bob Waite & Associates	Kelly-Mincks	Southwest Foodservice Equipment Marketing
Celco Inc.	Ken W. Thomson Associates Ltd.	stage KOLSTAD associates
Charles Pace & Associates	KLH Marketing, Inc.	The 2Market Group, Inc.
Chrane Foodservice Solutions	Lake Effect Sales & Marketing	The Daly & DeRoma Group, Inc.
CLV Marketing	Lund-Iorio, Inc.	The Fischer Group
Collis Group, Inc.	M2 Foodservice Representatives LLC	The Pantano and Pinilla Agency, Inc.
Copperfield Agencies Limited	MAC Sales & Marketing LTD.	The YES Group
DJ Marketing & Associates	Master Marketing	Thormann Associates
Downing Management	Midwest Professional Reps, Inc.	Total Tabletop Plus
DRC Marketing Group	Nick Mavro & Associates, LLC	Vader & Landgraf, Inc.
EasyBar of Minnesota, Inc.	ONE SOURCE	Viola Group
Equipment Preference, Inc. (E.P.I.)	Paglio & Associates, Inc.	Voeller & Associates, Inc.
Florida Agents, Inc.	PB & J Commercial Agents	W. D. Colledge Co., Ltd.
FOCUS Hospitality Sales LLC	PBAC & Associates LTD	Walter Zebrowski Associates
Food Equipment Sales & Marketing Agents, Inc. (FESMA)	Pecinka Ferri Associates	Wyllie Marketing
Forbes, Hever & Wallace, Inc.	Permul Ltd.	YBR Marketing, Inc.
Gabriel Group LLC	Preferred Marketing Group	Zink Foodservice
Greenwald Sales & Marketing, LLC		