



We Want to Hear From You!

As technology advances in the foodservice industry, so does the demand for new features and upgrades. eFoodUSA continually strives to provide you with the best website solution and service possible, however, to accomplish this even better, we want to hear from you. Your input is important to us, as well as the feedback or suggestions you may have gotten from your customers.



customers requested additional features? Let us know! Is there anything we can do specifically for your chain business accounts or for your individual account customers?

Get even more benefit from your website by letting us know what you would like to see in our next website upgrade. You may contact us by sending an e-mail to info@efoodusa.com

or by filling out our online form found at www.efoodusa.com/letusknow.html.

Let us know what we can do for you as a distributor using an eFoodUSA-powered website. How can we help meet more of your needs or make existing operations easier as you maintain your website? Are there features we can add to simplify other areas of your business?

Also, inform us of what we can do for your customers as an operator of your eFoodUSA-powered website. Have your

Although we can not guarantee that we will be able to implement each and every suggestion we receive, we assure you that we will evaluate each suggestion thoroughly and determine if it is a feasible addition to our next upgrade.

As always, eFoodUSA appreciates your business and your input, and we promise to continue working towards improving your eFoodUSA experience.

In the News:

- eFoodUSA attended the UniPro Fall Purchasing Conference on October 17-20, 2004 in Chicago, IL.
- eFoodUSA attended the MUG Member Development Meeting sponsored by McDonald Wholesale Company on October 27-28, 2004 in Eugene, OR.
- eFoodUSA attended the Fox River Foods Food Show on November 16, 2004 in St. Charles, IL.
- eFoodUSA attended the MUG Member Development Meeting sponsored by Cirelli Foods, Inc. on November 16-17, 2004 in Middleborough, MA.



New Demo Available: Upload & Update Personal Order Guide

As requested, and by popular demand, the *Upload and Update Personal Order Guide Demo* is now available online! This new demo illustrates the step by step process of how to upload an Excel® file to create or update (by replacing) a Personal Order Guide.

This demo is available to all distributors as they utilize the maintenance section of their eFoodUSA-powered website. Simply click the question mark graphic next to the "Upload and Update Personal Order Guide" option in the Maintenance

Index, and select the link towards the top of the help page to view the Upload and Update Personal Order Guide Demo. This demo may also be downloaded on the Downloads page in the Client Resources Section of the eFoodUSA website.

Would you like to see a demo of other features or maintenance options? E-mail us at info@efoodusa.com or visit us online at www.efoodusa.com and fill out the "Contact Us" form found under the Company Info menu option.

Inside this issue:

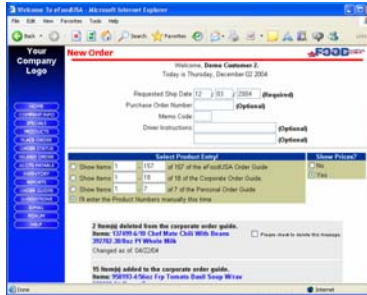
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Feature Focus: Corporate Order Guides

Corporate Order Guides can save time and money for any multi-unit group or chain account using an eFoodUSA-powered website. Only one Corporate Order Guide must be created by an administrative account, and it can then be used by an unlimited number of individual unit accounts for that specific chain or related group of accounts. This is a tremendous time-saver! Also, when the administrative account chooses to review and release its unit's orders, all of the orders placed from the Corporate Order Guide will be much easier to verify since the products have already been pre-approved before they were included on the Corporate Order Guide.

Corporate Order Guides can be useful in many ways for both the corporate account and its corresponding unit accounts. The administrator of a particular chain or group can keep their units' orders organized by creating one, easy to follow Corporate Order Guide. It can then choose to make this Corporate Order Guide available to some or all of its individual unit accounts, allowing the chosen accounts the opportunity to order from the same pre-approved list of products. The Corporate Order Guide

will benefit the individual unit by eliminating the worry and removing the guesswork when choosing the correct case of a particular product to order.



Unit accounts will be notified with a checklist in the Place Order section when the Corporate Order Guide has been updated by an administrative account.

Corporate Order Guides are created as you would create a Personal Order Guide. (For additional information on Personal Order Guides, see the Past Quarterly Newsletter Vol. 1 Issue 1, Winter 2002—also available online!). For a Corporate Order Guide to be created, you must be an Administrative account for a particular group of chain accounts or multi-unit accounts. When this administrative account creates a personal order guide for itself, this guide also has the ability to be used as the Corporate Order Guide for the unit accounts. To create your Corporate Order guide, log in to your administrative account, create a personal order guide, and when you are finished, assign which units are able to view and order from this Corporate Order Guide.

Watch for our next issue's Feature Focus - Additional Personal Order Guides! If you would like to see a particular feature discussed in a future Feature Focus article, please send an e-mail with your request to: heatherh@efoodusa.com.

Upload and Update Personal Order Guide Improvement

In addition to the new Demo available for this process (see the article on the front page of this issue), the Upload and Update Personal Order Guide feature has also been improved! While working on your Excel file with your upload data, it is no longer necessary for you to delete extra columns with additional product information. As long as the required information and column headings are included, (Cust_Number, ITEM, CATEGORY and SUB_CATEGORY) the file will upload properly. This simplifies the process if you are working with an existing Excel file that has more information than required for the upload.

Additionally, if you are creating an Excel file from scratch for the personal order guide upload, you may want to create additional columns for further information. A column for item description or other relevant product information may help you better identify the items you are uploading to the personal order guide.

From the President's Desk By: Jim Whetstone

Welcome to my area and thank you for taking the time to read our newsletter. I want to ask you to do even a little more than simply read our newsletter this time. I want to encourage you to act upon it. As you have probably read already, our main article this issue is that we want to hear from you. Your responses to the article are of the utmost interest to us and have the possibility to shape our product in the future, both in the near-term and also the long-term. Let me provide a little background.

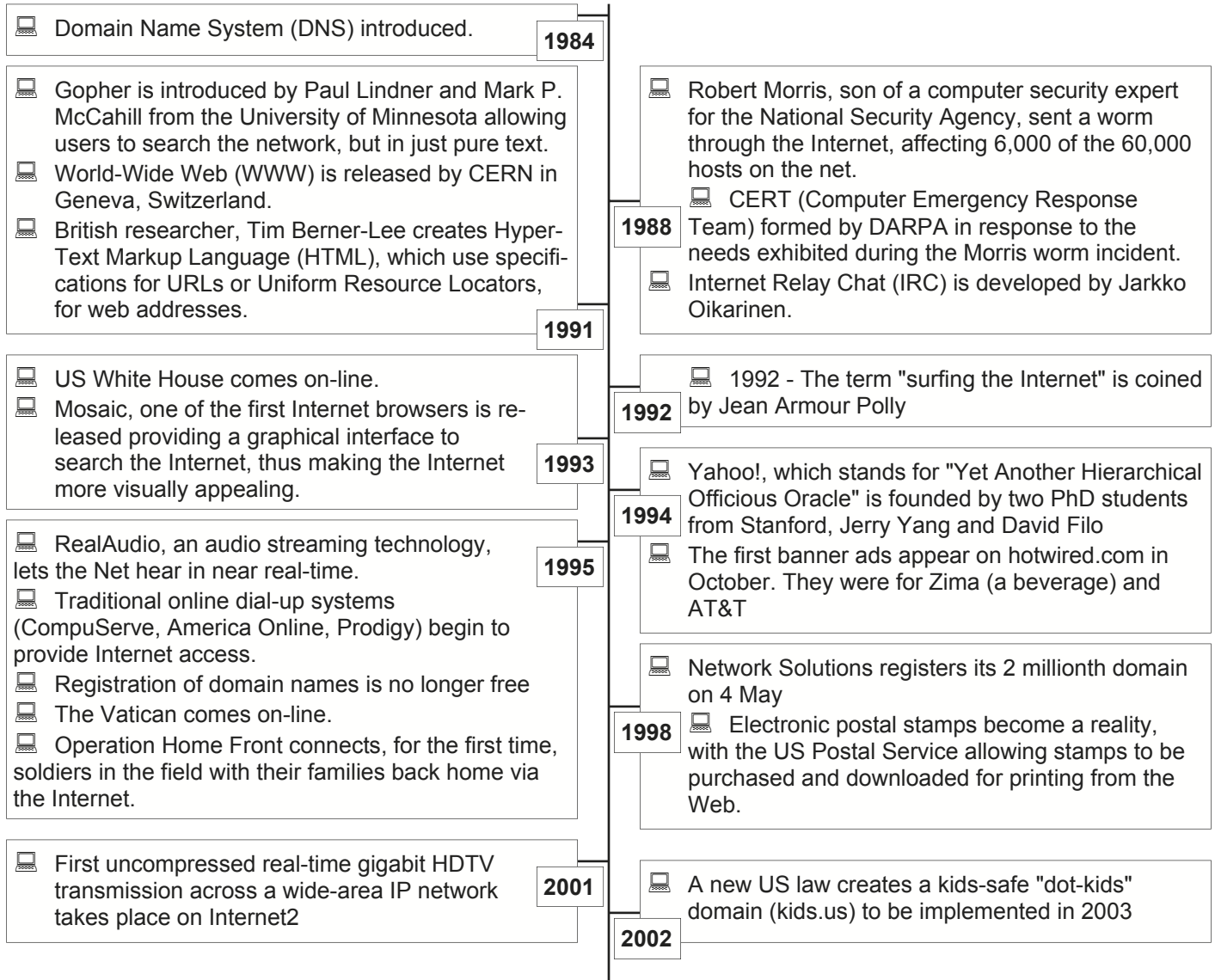
From our original design to the current website, the site has taken shape almost entirely from input from our customers, both distributor and operators. We originally sat down with a handful of Food Service operators and asked them what they wanted from an internet order entry site. Those of you that have heard this story know

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TECH Corner

A History of the Internet—PART II—"Onward and Upward"

Continued from the last Quarterly Newsletter Tech Corner, "A History of the Internet—PART I—"The First Forty Years."



"The future belongs to those who believe in the beauty of their dreams." Author: Eleanor Roosevelt

New & Improved Food Show Pre-Registration System

Our Food Show Pre-Registration System has been improved! In addition to the time-saving existing features such as info and scheduling for both buses and seminars, now you are able to register up to eight additional people at a time! We've also updated the maintenance section for easier set-up!



A one time fee is required to incorporate this system into your existing eFoodUSA-powered website, and then it is yours to use year after year! This system also works great with an optional label maker! E-mail us for details at

info@efoodusa.com or call us at 847-888-3202!



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From the President's Desk—By: Jim Whetstone *(...continued from page 2)*

that several people in the assembled group did not really even know what the internet was. This was to be expected and desired, remember this was the end of 1998. We really started with a blank sheet of paper and no real preconceived ideas of what a website should be. The consensus was, a quick simple order-guide based system to help get the orders together and placed quickly. This is where we started.

We continually received input from customers, sometimes directly and sometimes by accident, on improvements that were needed for the sites. For example, we realized after several customers had accidentally placed very large orders, which were actually on-hand inventory counts that they were using the site to extend and total, that we needed an inventory module. Accidental, but obviously there was a need. Sometimes, things were requested before they could technically be done. The ability to start, stop and resume an order was needed, but we had to wait until the technology caught up to provide that feature. If you go through each component of our feature-rich site, every item has been born and shaped from customer

“... each component of our feature-rich site... has been born and shaped from customer input.”

input. I take great pride in that!

That leads me to what we are currently looking at and why we are asking for your input. The underlying language that our sites are written in has a dramatically new version out. It is the first new version of this magnitude since we have been producing the sites. We are looking to move the sites to this new language and hence an updated version of our sites. This is not going to happen overnight and most likely will be a long process, but from this stronger language, we should be able to accommodate more functionality into this new version and want your ideas. We want to see what is desired from customers and then blend with what we can technically do in a new version, but the time to get your ideas is now, so they can be planned for as we get started with this massive project. Please note, we do not anticipate any changes to the files on the distributor's end at this time, however a new feature resulting from your suggestions may require additional information.

I look forward to yours and your customer's ideas and please remember to re-visit the forgotten features, the main article from the last newsletter (also available online) to be sure you are taking full advantage of all the features that already exist.