



eFoodUSA's Forgotten Features

Are you using your website to its fullest potential? We've noticed that some features have been overlooked lately, and eFoodUSA would like to help you take advantage of your website by using every angle. An eFoodUSA-powered website can be much more than just Order Entry, Reporting and Inventory for you and your customers. There are many additional features that are oftentimes forgotten. But they should not be! They can be a great benefit to your company and to your website...not to mention some may even generate additional revenue! The following features are ready for you to use!



Don't forget to take advantage of these great features, too!

"*support@yourcompany.com*" for customer service or technical support. An empty or blank e-mail page not only makes it more difficult for your customers to contact you, but it may also send the wrong message to them — that you don't want to be in contact with them at all.

Featured Vendors

Generate some revenue while promoting Featured Vendors and their products that you sell. This premier listing and exposure will not only provide exciting and new options for your customers and a potential sale for you, but also a valuable service to your vendors. It's a win-win-win situation!

Forum

Get the conversation started — post a Forum message about a foodservice industry topic. Other suggestions are to advertise a seminar, have a customer post a testimonial, or post a "Welcome" message encouraging your customers to post a message on your forum. Also, don't forget to supervise your forum, and remember to remove inappropriate postings through the distributor maintenance section of your website.

Specials Page

Make sure to pass along those savings...your customers will thank you for it! They might even purchase something extra or new just because it's a great deal! On this featured page you may list all your specials, rebate offers and vendor deals. Your customers can then add qualifying products directly to their order!

In the News:

- *We've Moved!*
Our new address:
**107 East Highland Ave.
Elgin, IL 60120**
Note: Telephone and fax numbers remain the same:
Phone: 847-888-3202
Fax: 847-888-3292
- eFoodUSA was in Atlanta, GA on September 14th in support of MUG's Premier RFP Presentation.
- eFoodUSA will be attending the MUG Member Development Meeting in Eugene, OR in October.
- Read back issues of our Quarterly Newsletter online under the option "Media Corner" located at www.efoodusa.com!
- To be added or removed from the eFoodUSA Quarterly Newsletter mailing list, please contact us at 847-888-3202 or email us at info@efoodusa.com.

Company Info

Even if your eFoodUSA-powered website is not your main website, and you already have an "About Us" web page, it doesn't hurt to have another — especially if your customer has only bookmarked your eFoodUSA-powered website. Promote your company! Let your customers know how the business got started or explain your mission statement. Your customers will appreciate the personal touch. eFoodUSA will duplicate an existing Company Info page or create a new one for you at no charge.

E-mail

The E-mail Page is a great tool to keep in touch with your customers by allowing them to contact individual employees directly through e-mail. Don't want to list all of your employees? Then just list a few of your key employees or simply list one generic e-mail address such as "*info@yourcompany.com*" or

(Continued on page 2)

Inside this issue:

Feature Focus	2
Tech Corner	3
From the President's Desk	4



Feature Focus

With the Order Status feature, as an operator, you can track any order over the last thirty days through a color-keyed order fulfillment process. This feature provides useful information about your order, which includes the items ordered, their anticipated fill amounts and what is actually loaded on the truck to be delivered on the specified ship date. The Order Status feature is convenient to have during the time-sensitive process of ordering food and supplies for your busy establishment, taking the guesswork out of what you will be receiving and when it will arrive.

“... taking the guesswork out of what you will be receiving and when it will arrive.”

To check the status of an order, click the Order Status button in the navigation bar of your eFoodUSA-powered website. You will have the option to view the status of a specific order or all of the orders you have placed within the past thirty days. To view a specific order, enter the Order Number or PO Number of the desired order to view in the corresponding fields provided. To view all orders, leave the Order Number and PO Number fields blank. You may then select the Yes or No option in the drop-down menu to determine whether or not prices will be shown for your order(s). Once your selections have been made, click the Continue button to display your

Order Status information.

Each order will be listed beginning with the most recent order at the top. For each order displayed, the Order Number, Order Status, Order Date and Ship Date are listed. Also, if provided by the customer at the time the order was placed, the PO Number, Shipping Instructions and Driver Instructions will also be listed for each order.

Listed beneath this information will be an itemized listing of the products ordered including the Item Number, Item Description, Unit of Measure, the Amount Ordered, the Confirmed Number in Stock, and the Amount Shipped. If there are items out of stock, or if there is any difference in the Amount Ordered and Amount Confirmed and Shipped, those numbers will appear in red. If there is a Substitution Item on the order, that information will be shown in blue. If prices were selected to be shown, the unit price of each item will also be listed, along with the extension cost of the total number of items ordered for each product.

Watch for our next issue's Feature Focus - Corporate 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.

eFoodUSA's Forgotten Features (..continued from the front page)

What's New Page

Keep your customers up-to-date on achievements and advancements within your company. Some other suggestions are to list foodservice awards earned, employees of the month, new building developments, customer/employee golf outings, food shows, seminars or training sessions. Still don't think you have anything to say? How about a "Welcome" message for your customers introducing new customers to the features of your website or thanking existing customers for their continued support and for using your website? The possibilities for the What's New Page are endless!

As you can see, there are many features already included in your existing eFoodUSA-powered website. And the best part is that all of these features are ready-to-use — there are no upgrade fees or additional programming required! Most of these features can be

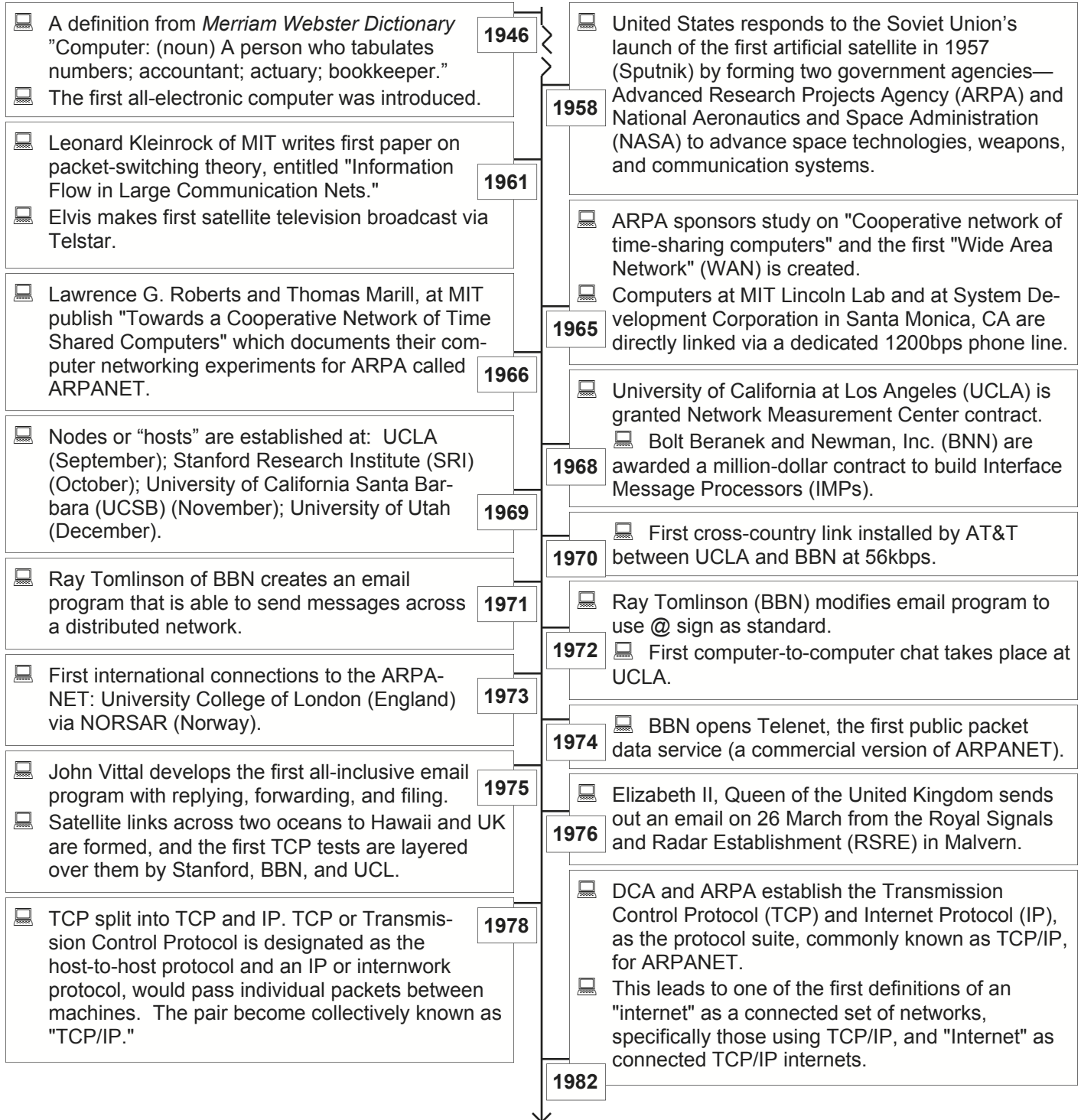
set up directly through the Distributor Maintenance Section of your eFoodUSA-powered website! If you need assistance with the set-up any of these features, please review the help sections in your maintenance index or contact your eFoodUSA representative at 847-888-3202.

You may read more about each of these features in the Feature Focus articles of past Quarterly Newsletters found online at www.efoodusa.com under the Media Corner option:

- ☆ Company Info (Feature Focus—Spring 2004)
- ☆ Email (Feature Focus—Summer 2003)
- ☆ Featured Vendors (Feature Focus—Spring 2002)
- ☆ Forum (Feature Focus—Autumn 2002)
- ☆ Specials Page (Feature Focus—Winter 2003)
- ☆ What's New Page (Feature Focus—Spring 2003)

TECH Corner

A History of the Internet—PART I—“The First Forty Years”



To be continued in the next Quarterly Newsletter Tech Corner, "A History of the Internet—PART II—Onward and Upward."



107 East Highland Avenue
Elgin, IL 60120
Phone: 847-888-3202
Fax: 847-888-3292
Email: info@efoodusa.com

Visit us on the Web!
www.efoodusa.com

Evolving
e-Commerce
for the
Foodservice
Industry

Place
Stamp
Here

From the President's Desk

As you may or may not have noticed, this issue of our quarterly newsletter is a little later than normal. For those of you that were waiting for it, I apologize. The reason that it was delayed is the exciting part and what I want to share with you this time in my column.

For the second time in 18 months, we had to move our corporate offices and our physical server-farm plant. While this relocation was not originally planned when we moved last year to Elgin, it has certainly become a benefit for us here in the offices and for you, our valued customers.

I would like to take a moment to thank each of you, for your cooperation and understanding with relocation. We took your comments and suggestions from our previous moves to heart, and I think that made the difference this time. I have always said that our best ideas come from our customers.

Each time we have moved, we have made it a priority to advance our features for our customers and ultimately, for their customers. Let me quickly share with you the

benefits of our relocation. We have increased our office space to handle current needs and to accommodate future growth. We have the space for more employees and even will have space for a possible training area somewhere in the future.

Our server farm portion is even more exciting. Our power supply has become even more robust; with not only the industrial battery back-up portion from before, but now we have a diesel generator for long term power needs. We have also added 3 additional internet connections to our load balanced offerings. This increased bandwidth will benefit the growing number of users to your sites. This also increases our internet "peer points" with the actual internet providers that the customers using the sites are utilizing. This gives the most rewarding experience to the end-user.

If you want to know more about our move, please feel free to contact me. If you have suggestions or need help with real-world site usage, we are here to help. We would love to hear from you.