



QUARTERLY NEWSLETTER

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Winter 2010–2011

Fresh Look at the New Year

As we begin a new year, it's time to not only look back at all we've accomplished this past year, but also look forward to what we can achieve this year!

Version 5.0

If you haven't already, now is the time to take advantage of the features and enhancements of the newest version! The Version 5.0 upgrade is free for existing eFoodUSA-powered websites. (See the article on the next page of this newsletter for more information on how to sign up.)



If you have already upgraded to Version 5.0, we want your feedback! We build our eFoodUSA-powered websites for YOU! That is why your feedback is so important.

What do you like about our eFoodUSA-powered site? Where do you think we could improve? Do you have a specific functionality you'd like to see included in the next upgrade? We want to make your site as successful as possible and will take into consideration the feasibility of every suggestion.

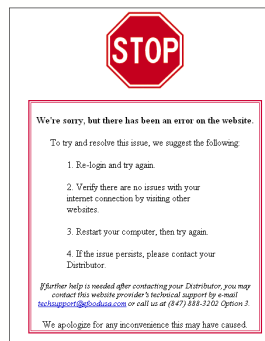
Please e-mail your thoughts and suggestions to us at comments@efoodusa.com. If you have positive feedback you'd like to share with your peers, send an e-mail to testimonials@efoodusa.com and we may publish your input on our Testimonials page at www.efoodusa.com!

Feel free to ask your operators and let us know their comments and testimonials, too!

Error Page

Another new improvement you may notice on your eFoodUSA-powered websites is a more user-friendly Error page. With all types of internet connections and web browsers, we

all know that glitches happen, resulting in the display of an Error page. But sometimes these issues are very easily fixed with a simple re-logging in and trying again, for example. Therefore, we have updated the Error page to include instructions on a few simple steps to try to resolve the issue before having to call the Distributor or eFoodUSA for assistance.



Hopefully, this will make the operator's experience during those unavoidable glitches stress-free with a quick and easy do-it-yourself solution.

Newsletter

After 33 Quarterly Newsletters, including this one, we'd like to give a facelift to our publication. Starting with our next issue, you will notice a new look and feel to the newsletter layout. Again, we are happy to listen to any comments or suggestions you have about the current issues or what you would like to see discussed in future issues. E-mail us at comments@efoodusa.com.



As always, the Quarterly Newsletter section online will continue to provide current and past issues at www.efoodusa.com. This section also

provides an online form to sign up to receive the newsletter, if you aren't on the list, in either e-mail or postal mail formats. Encourage your co-workers to sign up and get informed of what's new with eFoodUSA and your eFoodUSA-powered websites!

In The News:

- Visit us online at www.efoodusa.com for Client Resources, past Quarterly Newsletters and more!
- Send us your favorite way to use the eFoodUSA-powered website with an email to usertips@efoodusa.com!
- Sign up for the free Version 5.0 Upgrade by emailing V5signup@efoodusa.com!
- Have a suggestion, idea or comment? E-mail us at comments@efoodusa.com.

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Feature Focus: What's New Page

What better way to start off the New Year with the What's New section? Keep all of your customers up-to-date on current events, new products, website improvements or accomplishments at your company!

An operator can easily access the What's New page by clicking the What's New button on the Navigation Bar. The announcement sections are then listed with titles for the operator to browse and scroll through.

Information found in the What's New section is completely customizable by the Distributor. Distributors can update the "What's New" page through the Distributor Maintenance Section of their eFoodUSA-powered website.

First, select the "Update What's New Page" option found in the Maintenance Section Index. To determine the order in which the announcements will appear, assign a sequence number to each entry in the field provided. We recommend using multiples of ten when you begin to assign sequence numbers. This allows for easy placement of new entries

among existing entries by using the available numbers in-between the sequence numbers that are already assigned. New entries will be entered at the bottom of the maintenance page, however, entries will be displayed in

reverse order on the What's New Page. For example, a record with 100 for its sequence number will be shown above a record with 50 for its sequence number. For the next step, enter a title for your entry in the Heading field. This heading will be displayed at the top of your announcement. Then, enter a paragraph or more for the content of your entry in the Description field. An image may be included with each section by using the applicable Browse button and selecting a graphic file on your computer to upload. To delete an existing uploaded image, select the checkbox

next to it and the image will be removed when you click the Update button. Text fields to enter two announcements will be provided at a time. When you are finished entering your data, click the Update button to submit your information, and two more sets of text fields will be provided.



The What's New page.

Get on the List!

Version 5.0 upgrade is now available and FREE to all Distributors with an existing eFoodUSA-powered website!

Want to start using all the new enhancements highlighted in the past few newsletters? Then get on the list!

Many distributors have taken advantage of this FREE upgrade already and are enjoying the benefits of features such as Multiple Par Levels and Multiple Standing Orders and much more!

Contact eFoodUSA today at V5signup@efoodusa.com to reserve your place in line for the Version 5.0 Rollout!

Please include the following with your request:

- ★ Distributor Name
- ★ Technical Contact Name
- ★ Technical Contact E-Mail
- ★ Technical Contact Phone Number
- ★ Rollout Date Conflicts (Dates to avoid, such as Tech Contact on vacation, Special Events, etc.)



Version 5.0 CD Demo

The Version 5.0 CD has been updated with the addition of the Recipe and Menu Costing tutorials!

Your Complete Internet Solution CD for Version 5.0 includes individual and chain account features demonstrated with a narrated walk-through of each section!



Download the Demo and burn to a CD for a customer handout or play the online version. Both the downloadable ZIP file and the link to the online version are available in the Downloads section of the Client Resources at www.efoodusa.com.

Want more copies? You may also purchase pre-made copies from eFoodUSA including the auto-start feature, a protective CD sleeve and a fashionable printed disc design. Contact us for more details about ordering pre-made CD copies at 847-888-3202 or info@efoodusa.com.



Tech Corner: Food Apps & Mobile Websites

Food-related iPhone applications and mobile websites that are currently FREE to use!

Urbanspoon: <http://www.urbanspoon.com>

Locate restaurants near you searching by neighborhood, cuisine and price with a slot-machine-type widget producing your results.

Food Network: <http://www.foodnetwork.com>

Access the Food Network recipe database and watch TV clips.

Epicurious: <http://www.epicurious.com>

Browse, search, email and save recipes from 1,000s of choices and create interactive shopping lists.

Allrecipes.com Dinner Spinner:

<http://www.allrecipes.com>

Search for recipes by keyword, mealtime, main ingredient and preparation time.



OpenTable: <http://www.opentable.com>

Search and find nearby restaurants with tables available to accommodate your party size, time, cuisine and/or price, then make a reservation. Also view menus or join a rewards program where points can be redeemed for gift certificates to participating restaurants.

Menus: <http://www.usa-links.com/menus>

Menus for many fast food restaurants, including a Google Maps link to find the nearest drive-through.

TopChef Recipe Finder: <http://recipes.bravotv.com/>

Search recipes provided by the Bravo Network.

101Cookbooks:

<http://www.101cookbooks.com/iphonerecipes/>

Search recipes focused on using natural, whole foods and ingredients - vegetarian recipes that are good for you.

CookBook: <http://www.tippytops.net/iphone/cookbook>

Input ingredients and find recipes that use them.

From the President's Desk By: Jim Whetstone

Welcome to my corner of the newsletter! Thank you for taking time to read our publication. Conversion to the new V5 Version of our site continues to progress, but I have to say with the Holiday Season, it slowed down a little bit. Hopefully, moving forward into the "New" Year, keeping with the overall "New" slant of the newsletter, things will pick-up in that area. Distributors that are "in the process" will finish and those of you that have not entered the conversion queue yet will. I'd be interested to hear from those of you that have not signed up yet, what is holding you back from offering all the extra features to your customers. Since it is a free upgrade, I know it can not be the price...

Another subject I would love to open up for discussion is the possibility of creating an alternative/additional site in Spanish. I have had some very beneficial conversations recently with some of you and I would love to get some more feedback on the matter. I know we talked about this possibility several years ago and the technology at the time was not there yet, but we think we may have a way to accomplish that now. The site would look the same and function the same as the current site, but all instructions and text of the site would be in Spanish. The help sections

would also be in Spanish, but the item numbers and descriptions would be the same as they currently are. This would keep it consistent with invoices and packaging that Hispanic workers are used to, but allow them to be more comfortable with using the site, to the benefit of their operation.

A couple main things that I particularly would love to hear your opinion on are, how do you feel is the best way to handle areas of the site that you, the distributor control - the text fields that you enter for Website Messages, your Company Info Page, "What's New", Featured Vendors and Specials? Do you want us to duplicate that info in English on the new Spanish language site, or do you want that to be separate info that you can have in Spanish? The other big thing is just "how" important is it to you? It would be a separate site, just how independent it is depends on the previous discussion, or other things you bring up, but there would have to be some additional cost to be able to offer this capability - most likely a one time integration and some extra hosting. I am excited that technology has caught up to the desire to even contemplate undertaking this, but I want

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From the President's Desk

By: Jim Whetstone

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to gauge if you feel it is necessary in your particular situations?

Building on the "new" theme of this newsletter, I wanted to talk about the new error notification mentioned elsewhere in this newsletter. This improvement came about because we have been studying the data over the last year of the support calls that we get direct from the operators. Recently, I was talking with one of our distributors that did not even realize that we took support calls directly from operators. This happens because numerous things can cause what the site classifies as an "error" and the resulting page says to call us as the website host. As we analyzed the calls a little more, the majority of them were connectivity related, falling nicely into the old 80/20 rule. A hiccup in the communication link can, but does not always, cause an error between the site and the operators' screen. The next biggest event logged was an issue with their local PC. So with the new screen, we are going to attempt to

more accurately help the operators who have this come up, with instructions to help them before they call you or us. Things like checking their connection, re-logging in, restarting their computer, etc. A blip that causes an error can potentially cause a customer some heartache, particularly if they had spent some time entering orders when it occurs. Of course, those of you already on V5 know that a customer can now save their order on the same screen as they work on it, with the "new inline save feature". Operators get a pop-up reminder to do exactly that when they have orders that take a while to enter. Another reason to be on V5 – just a friendly nudge, nudge...

I know elsewhere in the newsletter we solicited your ideas and suggestions for a change in the newsletter style and format. Feel free to call 847-888-3202 or e-mail your commentary on the newsletter or the things I have touched on here to comments@efoodusa.com.