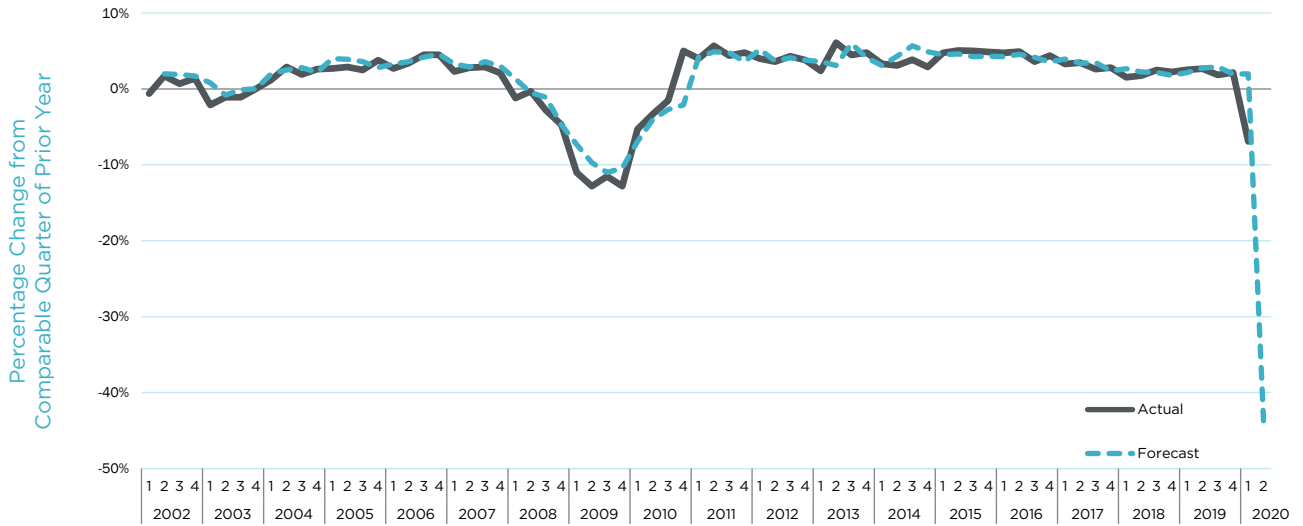




Q1/2020 Foodservice Business Barometer Report

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

Overall Commercial Foodservice Sales Per Quarter for North America MAFSI Releases Q1 2020 Expanded Business Barometer; First Industry Measurement of COVID-19 Impact



MAFSI Releases Q1 2020 Expanded Business Barometer; First Industry Measurement of COVID-19 Impact

After 40 quarters, or 10 years, of positive growth the MAFSI Business Barometer turned negative in Q1/20 with an abrupt decline of -6.9% overall. The Barometer had already slowed to a mere +2.2% in Q4/19 with a forecast of +2.0% for Q1/20, when COVID-19 suddenly hit and threw all projections out the window.

Given the closings of "away from home" dining across North America in all segments including Restaurants, Business and Industry, Hotels, Schools, and Sports Venues, Tabletop was the Product Category was hit the hardest with a decline of -17.3%, followed by Furniture at -13.0% Supplies at -10.4%, and Equipment at -4.7%.

As to be expected, Jan San sales soared in Q1/20 with +18.0% for Disposables, +6.7% for Supplies, and +4.6% for Equipment. This reflects the spike in demand for PPE products like masks, gloves, and sanitizers, as well as packaging items for takeout and delivery.

By region, sales declined by -10.4% in the South, -10.2% in the Northeast, -7.7% in the West, -4.1% in Canada and -2.8% in the Midwest for an overall North American decline of -6.9%.

For Q2/20 MAFSI Reps are forecasting an unprecedented overall decline of -43.7%, which varies by region from -62.1% in Canada, -44.9% in the Northeast, -37.7% in the Midwest, -39.5% in the West, and -38.4% in the South. The extent of the impact aligns with the geographic timing and spread of the virus.

Qtrly Sales Forecast for North America Q2/20 vs. Q2/19

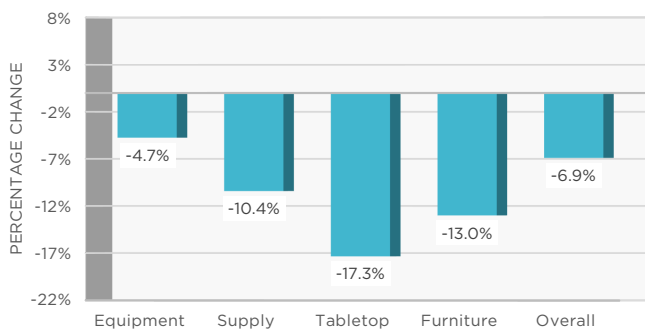
-43.7%

More	Less	No Change
14%	73%	13%

More	Less	No Change
11%	59%	30%

Equipment	Supplies	Disposables
4.6%	6.7%	18.0%

1st Quarter 2020 Overall Sales for North America Q1/2020 vs. Q1/2019 (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.

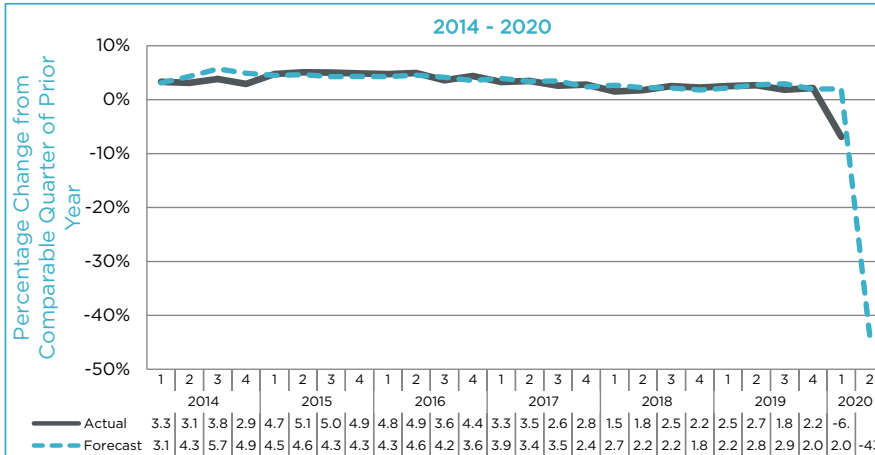




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Overall Commercial Foodservice Sales Per Quarter for North America



Sharp breaks in the pipeline are a big concern with 73% of reps reporting less Quoting and 58% less Consultant activity. This, by itself, indicates that the worst is yet to come, that we need to be structured for the long haul, and that it will take quite a while for the pipeline to refill and normalize. Time will tell if restaurants can truly function in a social distancing environment and if a second wave will hit.

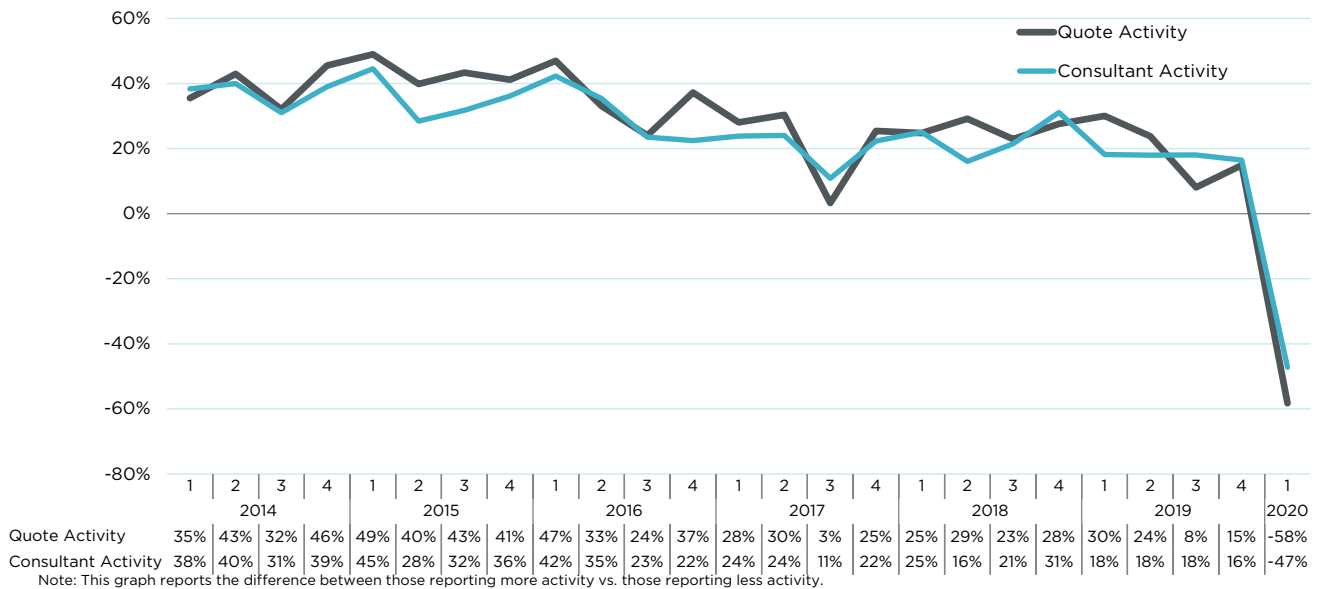
As part of our expanded survey, MAFSI Reps were asked to report April 2020 sales results. The average response was a decline of -38.8%, thereby confirming a worsening of the marketplace.

Out of all the reps that responded, 74% reported the receipt of a Small Business loan (PPP). Nearly all reps reported staff adjustments of one form or another, such as furloughs, temporary or permanent layoffs, reduced hours or salaries, and/or cuts in car allowances.

MAFSI will continue to use the Barometer on a monthly basis to closely measure the effects of COVID-19 on our industry until business returns to more normal parameters.

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

Quotation and Consultant Activity 2014 - 2020





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Q2/20 vs. Q2/19 Sales Percentage Change Forecast by Region
2nd Quarter 2020 compared to 2nd Quarter 2019 (Apr 1 - Jun 30)

Overall	Northeast	South	Midwest	West	Canada
-43.7%	-44.9%	-38.4%	-37.7%	-39.5%	-62.1%

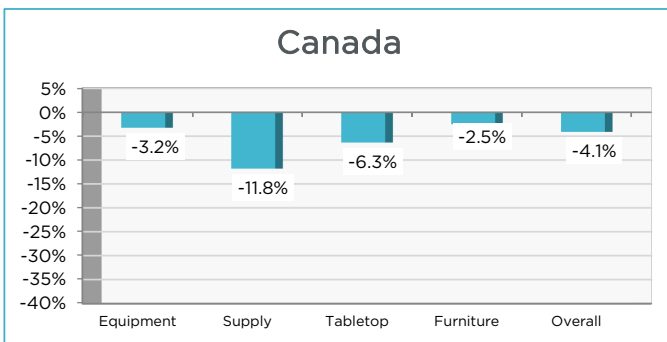
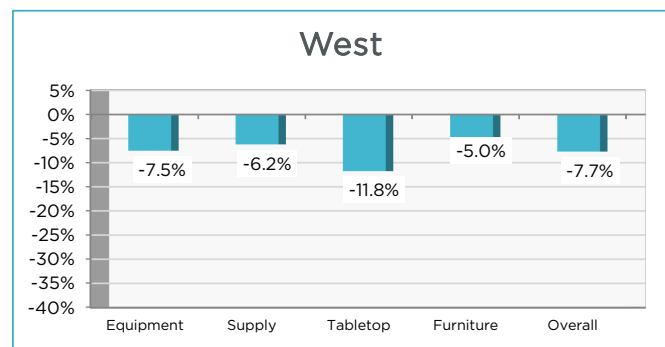
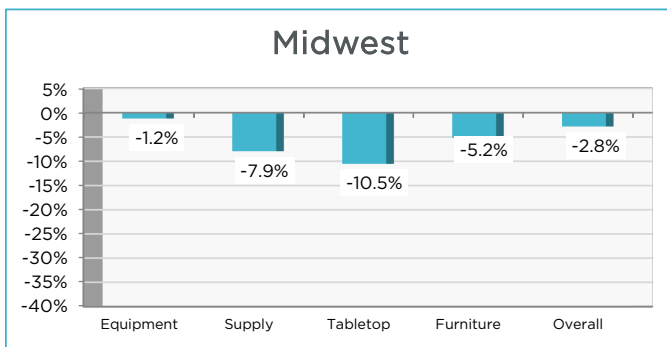
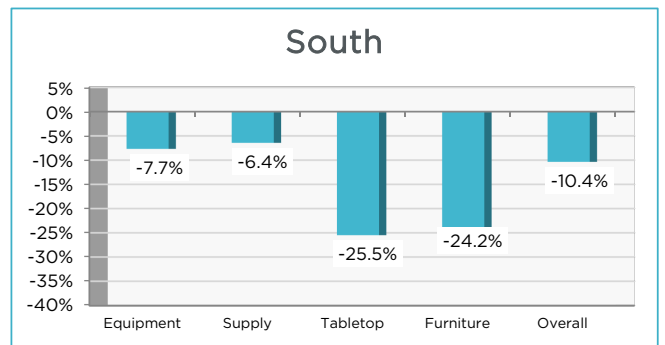
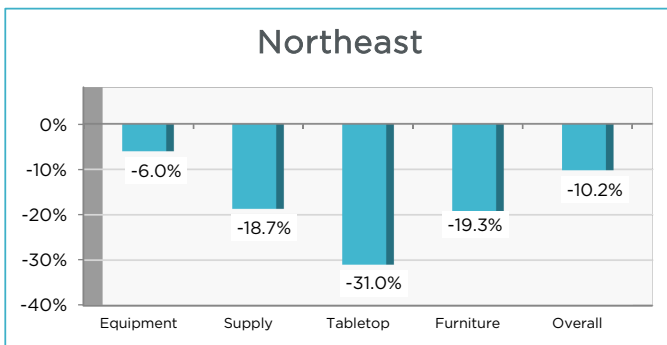
Monthly Comparison 2020 Sales vs. 2019 Sales

March 2020 Sales vs. March 2019 Sales and April 2020 Sales vs. April 2019 Sales

	Overall	Northeast	South	Midwest	West	Canada
March 20 vs. 19	-14.5%	-13.3%	-24.1%	-5.5%	-20.1%	-19.3%
April 20 vs. 19	-38.8%	-38.1%	-38.6%	-36.6%	-36.7%	-47.0%

1st Quarter 2020 Sales Percentage Change by Region

1st Quarter 2020 compared to 1st Quarter 2019 (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.

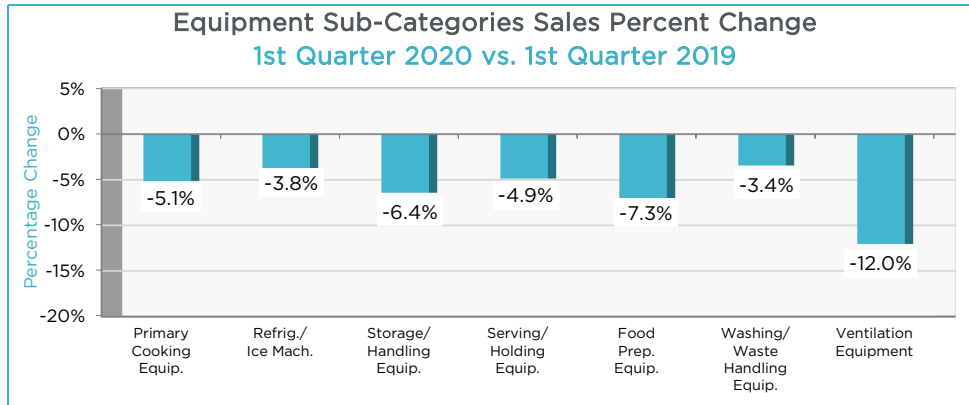
*The overall industry sales growth is calculated using a weighted average based on the percentage of the total sales volume for the overall industry represented by the various sales categories: Equipment (77%), Supplies (7%), Tabletop (10%), and Furnishings (6%). Market numbers are based on the North American Association of Food Equipment Manufacturers (NAFEM) biennial "Size & Shape of the Industry" study.



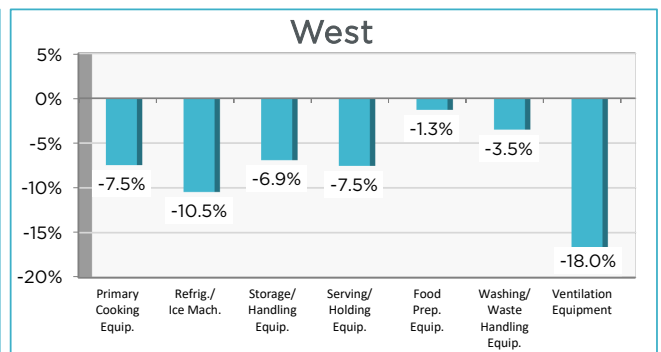
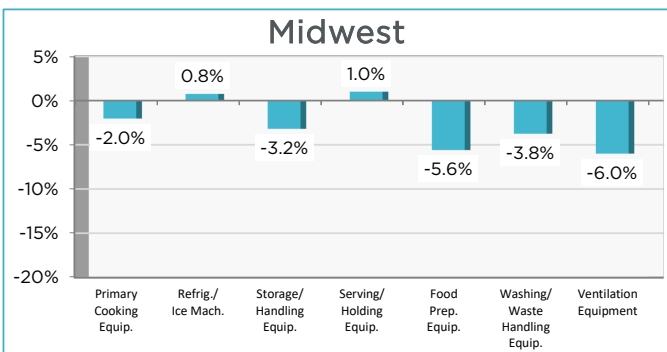
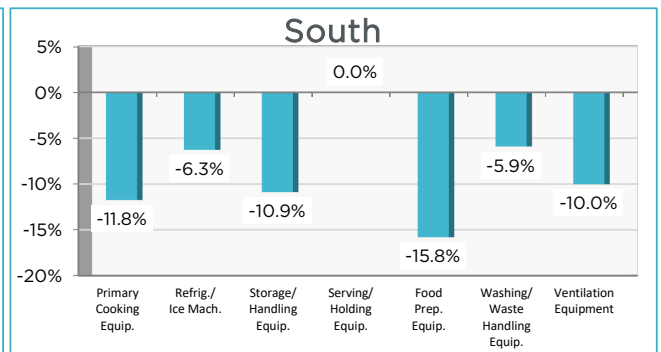
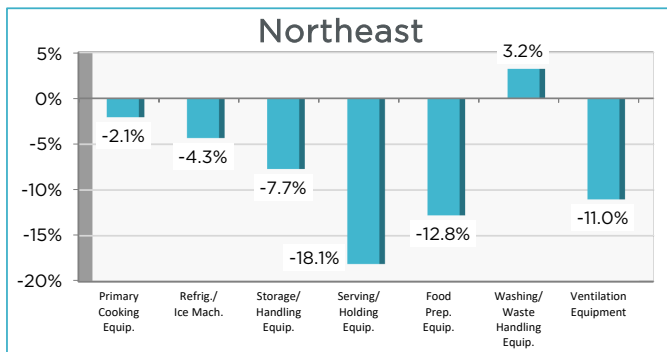


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Equipment Sub-Categories Sales Percent Change by Region 1st Quarter 2020 compared to 1st Quarter 2019 (Jan 1 - Mar 31)



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:

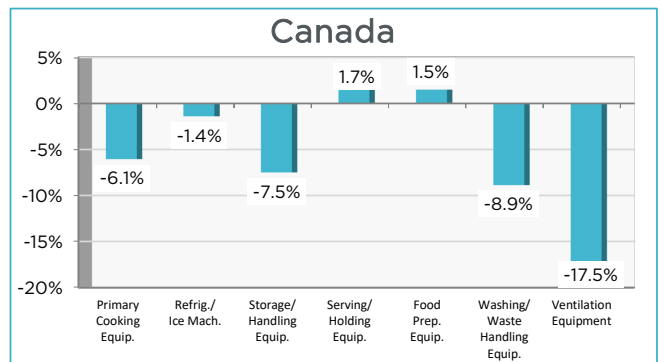
IA, IL, IN, KS, KY, MI, MN, MO, ND, NE, OH, W. PA, SD, WI, WV

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 (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.





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Category Product List

MAIN CATEGORIES	
Equipment Please note: 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 Please note: 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, Servingware, 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 Please Note, 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-Fatigues, 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



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

Agences Hamilton Agencies	Greenwald Sales & Marketing, LLC	Professional Manufacturers Representatives, Inc. (PMR)
Allied Technologies Food Equipment	Hollander Company	Pro-Pacific Agents, Inc.
Anderson Foodservice Solutions	HRI, Inc.	Pro-Quip Foodservice Equipment & Supplies Incorporated
Apex Commercial Kitchen Co.	Kain-McArthur Inc.	R. Henry & Associates
Apex Marketing	KBC Specialty Products, Inc.	Redco Foodservice Equipment, LLC
ASM - Market First	Kelly-Mincks	Schmid-Dewland Associates
B Square Enterprises	Ken W. Thomson Associates Ltd.	Specialized
Bob Waite & Associates	KLH Marketing, Inc.	Specialty Equipment Sales Company (SESCO)
Brittan Associates	Koehler-Borden & Associates, Inc.	stage KOLSTAD associates
Celco Inc.	Lake Effect Sales & Marketing	Stiefel Associates, Inc.
Central Marketing Associates	Lane Marketing Group	The 2Market Group, Inc.
Chrane Foodservice Solutions	Lund-Iorio, Inc.	The Daly & DeRoma Group, Inc.
Clements-Stella-Gallagher Marketing	M2 Foodservice Representatives LLC	The Fischer Group
CLV Marketing	MAC Sales & Marketing LTD.	The Pantano and Pinilla Agency, Inc.
Collis Group, Inc.	Marjon & Associates, Inc.	The YES Group
Copperfield Agencies Limited	McGirr, Inc.	Thormann Associates
Davis & Associates, Inc.	Midwest Professional Reps, Inc.	TLC Marketing Inc.
& Associates	Mirkovich and Associates, Inc.	Total Source Equipment & Supply
DRC Marketing Group	Mirkovich and Associates, Inc.	Total Tabletop Plus
E. Ruff & Associates, Inc.	Nick Mavro & Associates, LLC	Tri-State Marketing Associates
Eaton Marketing Associates, Inc.	ONE SOURCE	Vader & Landgraf, Inc.
Equipment Preference, Inc. (E.P.I.)	Paglio & Associates, Inc.	Viola Group
Equipment Solutions, Inc.	PB & J Commercial Agents	W. D. Colledge Co., Ltd.
Ettinger-Rosini & Associates, Inc.	PBAC & Associates LTD	Walter Zebrowski Associates
Florida Agents, Inc.	Pecinka Ferri Associates	Waypoint Commercial Solutions
FOCUS Hospitality Sales LLC	Performance Reps Northwest, Inc.	West Coast Food Service Agencies
Food Equipment Sales & Marketing Agents, Inc. (FESMA)	Permul Ltd.	Wyllie Marketing
Food Service Solutions	Preferred Marketing Group	YBR Marketing, Inc.
Foodservice Equipment Agents, LLC	Premier Foodservice Group	Zink Foodservice
FS1 Inc	Premier Foodservice Solutions	
Gabriel Group LLC	Premier Marketing Group, Inc.	
GMV Sales Associates	Pro Reps West - Northern Office	