



# DOT CONNECTION

PUBLISHED FOR INDEPENDENT FOODSERVICE DISTRIBUTORS

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## Save Money, **Grow Your Market** and Then Take in the Sun in Maui

**Stock up on the suntan lotion and plan to join us in Maui, Hawaii, on March 26-30, 2006! The trip is free for Independent Trip Target Market Promotion (TMP) qualifiers and is easily within your reach. Yes, all-expenses-paid for two people from your company — and all you have to do is be one of the top 25 point winners by purchasing product from any of our participating TMP suppliers. With the special incentives offered during this year's TMP you will save money and grow your business.**

Previous trip winners have found that accumulating TMP points is not hard to do and well worth the planning. That's because those winners have enjoyed trips to exotic locations like Jamaica and Cancun, Mexico. Each location has offered fantastic outdoor activities, dining, shopping and entertainment. Maui promises to be our most exciting destination yet.

It's not too late to register for TMP. Once you do, there are five easy ways to earn TMP points:

- 1. NEW Product Lines**  
(lines you didn't purchase from Dot in 2004)  
Purchase 50 cases or more from Dot in 2005 and earn 15 points
- 2. HIGHER VOLUME Product Lines**  
(you purchased 250 cases or more from Dot in 2004)  
Buy 15% more cases through Dot in 2005 and earn 10 points
- 3. LOWER VOLUME Product Lines**  
(you purchased under 250 cases from Dot in 2004)  
Buy 50 cases over last year's total in 2005 and earn 10 points
- 4. DOT FOOD SHOW**  
25 points for attendance
- 5. SEMINARS at Food Show**  
5 points per seminar attended

Start planning now for some time off on Dot's dime. First check out the list of TMP participating suppliers on page 3 in this newsletter. Then learn more about those suppliers and their products by attending the 2005 Dot Food Show on June 24-26 in St. Louis.

**See you in Hawaii. Aloha!**

# ADVISORY BOARDS MAKE A BIG IMPACT

Dot depends on its Independent Distributor Advisory Board to guide us in doing business with you. The goal of our Advisory Board program has remained the same since we started the program 15 years ago: discovering how we can improve our business in the eyes of our customers and business partners, because your perceptions are crucial to our long-term growth and profitability.

“Our Advisory Boards mold and shape our business,” says Mike Duggan, Vice President of Sales. “Most of our programs and services develop from these meetings.”

Twice a year, Dot invites a different group of 12-15 distributors to meet with us in St. Louis. It’s a two-day commitment that pays off for your business and for Dot. The Advisory Board creates an opportunity for open discussion of redistribution topics. The meetings are attended by the Dot senior management team, including several of our owners.

“We work hard, but we also have a great time in a casual atmosphere,” Mike says. The Advisory Board agenda always includes recreation — like golf and a tour of our Mt. Sterling headquarters and warehouse.

The next Independent Advisory Board is scheduled for September 1-2, 2005. If you would like to attend, please contact **Wendy Hall** at 1-800-366-5666.

## TYPICAL ADVISORY BOARD DISCUSSION TOPICS

### DOT PRODUCTS

- Update on new categories
- Guidelines for stocking items

### DOT PROGRAMS

- Independent Trip promotion
- Dot Food Show
- Dot strategic plan

### E-COMMERCE

- Tips on using Dot Expressway
- Dot Virtual Storefront
- Sales history reports

### FINANCIAL ISSUES

- Billbacks and deductions
- Managing dead stock
- Activity-based purchasing

## RUMORS AND RUMBLINGS

Michael J. Duggan,  
Vice President of Sales



It’s not often that we choose to address rumors in this industry... there are too many to address and not enough time. Our competition and foodservicerumors.com have had a lot of fun spreading a rumor that Dot is being purchased by Sysco. Sysco is a lot smarter than that. They could build all of the buildings and hire all of the people to staff those buildings for significantly less than what they would have to pay for Dot Foods.

Even more importantly, Dot Foods is not interested in selling this 45-year-old family business. For those of you who know the Tracy family as I do, you know they enjoy this business too much to sell it. You also know that, between 12 brothers and sisters and 41 grandchildren, there is plenty of interest in keeping the business in the Tracy family. Let’s start some new rumors... this one is getting old and stale. Good selling!

## INDEPENDENT BUSINESS SEMINARS: Another Way Dot Helps You Grow Your Business

The New Year is ushering in a new program for independent distributors with Dot Foods: *Independent Business Seminars*. The seminar program has grown out of ideas presented by the Independent Distributor Advisory Board (see related article in this issue). Advisory Board participants told Dot that distributors would benefit from more coaching in business operations. Dot Foods is committed to helping all distributors become **bigger, faster and more profitable**. And since small and independent distributors are a vital part of our business, Dot feels a special obligation to help you grow and become even more successful.

We are excited to share our experience and expertise through this new series of Independent Business Seminars. Each seminar will be a one-day session covering a variety of business and industry topics. We plan to offer seminars in convenient locations around the country. Details will be on their way soon, so watch this newsletter and your mail for information on registration, topics, speakers, dates and locations.

# You are Invited to the Dot Food Show ALOHA!



## PARTICIPATING 2005 SHOW SUPPLIERS

ACH Foods	Magic Seasoning Blends
Advance Food Company	Maplehurst
Authentic Specialty Foods	Master Foodservices
Awrey's Bakeries	McCain Foods USA
Azar Nut	McCormick & Co.
Bakery Chef	Monarch Beverage
Barber Foods	Monin
Barilla	Moody Dunbar
Basic American Foods	Mott's
Bosco's Pizza Company	Mrs. T's Pierogies
Brach's	National Raisin
Buffalo Nickel/No. Amer. Provisioner	Ne-Mo's Bakery
Burry Foodservice	Nestle
Campbell's	Novartis Dry
Chef Solutions	Ocean Cuisine
Chippery Gourmet	Ocean Spray
Clearwater Premium Chopped Clams	Parco Cookies
Clement Pappas	Pinnacle Foods/Aurora Foods
Clorox	Poore Brothers
ConAgra Culinary	Portion Pac
Cuisine Innovations	Prairie City Bakery
Custom Foods	Pride of Iowa
DeCecco	Procter & Gamble
Del Monte Foods	Quick to Fix
Deli Express	Reckitt & Benckiser/French's FS
Dessert Inspirations	Reynold's Food Packaging
Diamond Walnut	Rich SeaPak/Casa Di Bertacchi
Dole C-Store	Rosina
Don Miguel	San Benito/Northwest Packing
Eagle Family Foods	Sara Lee
Fishing	Sara Lee Coffee & Tea
Fleischmann's Harbor Seafoods	Sara Lee C-Store
Gardenburger	Schwan's Bakery
General Mills Bakeries and FS	Schwan's FS
Golden Dipt	Schwartz Pickle
Golden Heritage Foods	Simplot
Groeb Farms	Sugar Foods
Heinz	Sunny Fresh Foods
Holten Meat	Sweet Streets
Home Market Foods	Tones
Iceland Seafood	Total Ultimate Foods
J&J Snack Foods	Trident Seafoods Corp
Kellogg's	Trinidad Benham
Kraft	Tulkoff
Kronos	Tyson
Land O'Lakes	UBF
Lea & Perrins	Upstate Farms
Leahy/IFP	Zerega
Lettieri's Authentic Gourmet	
Lindsay Olive Company	

Dot's 2005 Food Show will held over a weekend again this year: Friday, June 24, through Sunday, June 26, at the Renaissance Grand Hotel in St. Louis. It will be our biggest show yet, with over 120 booths on the show floor. There are plenty of reasons to attend the Hawaii O-Five show, including the chance to earn Target Market Promotion (TMP) points toward a free trip to Maui, Hawaii. Here are just a few of those reasons:

- We will cover your travel expenses for one person.
- We will cover your lodging.
- You will be able to take advantage of fantastic supplier show allowances.
- You will earn TMP points for Food Show attendance, seminar attendance and case purchases.

Mike Duggan, Vice President of Sales, makes sure the Food Show is designed to accomplish three things for you, the independent distributor:

1. Provide education and training – what you need, free of charge
2. Provide promotions from suppliers that save you money
3. Offer new product demonstrations, marketplace news and product updates

More than 260 distributors attended the 2004 Dot Food Show, and were able to pick up tips to grow their business at seminars on a range of industry topics. This year's Hawaii O-Five Food Show will have a tropical theme and entertainment.

Rita Ferachi, Secretary/Treasurer of BNG Shop in Baton Rouge, LA, had this to say about her Food Show experience in 2004: "Thank you! It's been a wonderful weekend. Dot has treated us like royalty, and the seminars have been very helpful."

Don't miss out on this year's Dot Food Show promotions, fun and TMP points. Call your Dot Sales Rep today at **1-800-366-3687** and reserve your spot now.

# WHAT'S NEW AT DOT: MORE SUPPLIERS, ALL CHANNELS



Dot added more than 40 new suppliers in 2004, offering products in all channels: foodservice, convenience store, equipment and supply, and supermarket wholesale.

Already the largest redistributor in the country, we are planning to add 40 suppliers and 2,000+ products in 2005.

Our goal is to continue to offer you the #1 and #2 market share leaders in each category. You can help us by encouraging suppliers' sales representatives and brokers to use Dot to help them open markets. Be sure to pass on leads and ideas for new suppliers to us.

## NEW SUPPLIERS AT DOT IN 2004

**ALDEN MERRELL** Extensive line of gourmet desserts, including specialty cakes, pies, bars and tarts

**ALLISON'S GOURMET KITCHENS** Foodservice and retail pack gourmet refrigerated salads, including potato, macaroni, pasta, chicken, tuna, seafood and dessert salads

**AUTHENTIC SPECIALTY FOODS** La Victoria salsa, picante salsa, taco sauces, enchilada sauces, and jalapeno peppers; Embasa jalapeno peppers, specialty peppers, tomatillos; salsas; green chilies, and nopalitos

**BOSCO'S PIZZA** Premium quality frozen breadsticks and pizzas

**BULVERDE** Mexican desserts

**CLEARWATER ARCTIC SURF CLAM** Clearwater canned clams are the industry's only frozen-at-sea clam.

**CULINARTE** Glaces, demi glaces, and fully cooked hind shanks

**GIRARD'S FOOD SERVICE DRESSING** Upscale salad dressings and mayonnaise products

**GOLDEN HERITAGE FOODS** Honey and molasses products featuring Grade A pure clover honey

**HEINZ C-STORE DRY** Ketchup, sauces, pickles, relish, gravies, vinegar

**HEINZ C-STORE FROZEN** Delimex Grab N'Go; TGI Friday's chicken wings; TGI Friday's potato skins; TGI Friday's cheese sticks; Bagel Bites, Ore-Ida fries; Boston Market entrees, Smart Ones entrees (Weight Watchers)

**ISLAND WAY SORBET** Mexican desserts

**KELLOGG'S** All Convenience store items and vending items to existing foodservice business

**LABREA BAKERY** Frozen artisan breads

**MONARCH BEVERAGE** Rush! energy drink to increase endurance, improve concentration, stimulate metabolism and boost reaction speed.

**NE-MO'S** Candy-topped cakes, muffins, cake squares, bundt cakes, cinnamon rolls, danish, mini loaf, breads, coffee cake, cake slices

**POORE BROTHERS** TGI Friday's snack chips, including cheddar bacon potato skins, sour cream & onion potato skins, mozzarella sticks, and onion rings

**PRAIRIE CITY BAKERY C-STORE** Frozen cookies, muffins, danish, cake squares

**STEFANO FOODS** Premium calzones, pizzas, pizza toppings, stuffed breads, strombolis, and panini sandwiches.

**TOTAL ULTIMATE FOODS** Premium dry mixes that require little to no cooking

**TW GARNER** Hot sauces, arms, and jellies

**WALCO STAINLESS** Flatware, steak knives, hollowware

**ZEREGA'S SONS** Long, long thin, cut and cut thin spaghetti; long and cut linguine; vermicelli; angel hair, elbow macaroni; ziti; baccone; ziti rigati; medium and jumbo shells; small and large spirals; penne rigate; mostaccioli rigate; ditalini; radiatore; gemelli; small sea shells; cavatappi; pennoni rigati; rotini; orzo; farfalle; egg noodles; fine, narrow, medium and wide noodles; spinach pasta; fettuccine; specialty products, etc.

If you would prefer to receive Dot Connection via email, or would like to be removed from our subscriber list, please contact:

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