



## a company built to inspire chain restaurants

Learn why EFCO is structured perfectly to continuously help global chain restaurants create new menu items and signature dishes that will connect with your patrons, create loyalty and impact your bottom line. From innovation in our product development lab to our logistical masters able to manage precise LTOs, EFCO is a company built to help chain restaurants succeed in their category.

003//  
July 2014





**EFCO HAS A DEEP UNDERSTANDING OF FOOD TRENDS AND MARKETS. THIS ALLOWS US TO HELP GLOBAL CHAIN RESTAURANTS IN MANY WAYS.**

We can precisely manage the logistics of a limited time offer, create custom formulated ingredients or develop new menu items and signature dishes that attract a restaurant's customer and encourage trial with new segments.



**- STEVEN L. EFFRON**  
PRESIDENT + CEO, EFCO PRODUCTS, INC.



**IN THIS EXECUTIVE SUMMARY, QUICKLY LEARN THE SIX REASONS WHY EFCO IS A COMPANY THAT IS STRUCTURED TO SUPPORT GLOBAL CHAIN RESTAURANTS WITH NEW AND EXCITING FOOD ITEMS AND SIGNATURE DISHES**

**001//PRODUCT DEVELOPMENT + INNOVATION**

At the heart of what EFCO does, we innovate new ingredients and food ideas that end up on the menu's of global chain restaurants.

**002//PRODUCT DEVELOPMENT TEAM**

An integrated team of culinary chefs and food technologists that work together and collaborate with your creative team to ideate new food ideas, including signature dishes.

**003//PRODUCT DEVELOPMENT LAB**

A well appointed lab kitchen allows our team (and yours) to experiment with new ideas and be able to prove both form and function of new food ideas in a kitchen environment.

**004//RESPONSIVE TURNAROUND**

Time to market is critical and we understand the need to turn projects and prototypes around quickly.

**005//CUSTOM FORMULATION**

We tap into our core strengths in R&D and innovation and create custom formulated ingredients for specific and exclusive use in food items that appear on your menu.

**006//LTO LOGISTICS**

Limited time offers are always fun and attract patrons, especially with seasonally inspired foods. We are experts at managing the logistics of such offers to make sure product is available on time, always.

**NOW YOU KNOW THE SHORT OF IT.  
CONTINUE READING FOR AN IN-DEPTH EXPLORATION AND  
DISCOVER HOW EFCO CAN WORK WITH YOU TO CREATE AND SUPPORT  
FOODS YOUR PATRONS WILL COME TO CRAVE TIME AND AGAIN//**



## FIRST AND FOREMOST: PRODUCT INNOVATION

At the core of what makes global restaurants successful, is a relentless pursuit of doing everything you can to make your customer's happy. And very often, that is an integral part of offering just the right menu of food items. From sides and appetizers to signature dishes or trendy limited time offers, appealing to your customers cravings is paramount.

It just so happens, that EFCO has the same focus. We too are passionate about our customers, and we're just as passionate about your customers. We have to be. We have to put your customer at the center of our innovation. Understanding who they are and developing insights that marry well to trends in cuisine and food all combine with our ability to study and uncover the persona of your particular menu.

Being able to do this is how we begin to create new food ideas just for you...and your customer. But not just any, ordinary food ideas. No, this process leads to the creation of new signature dishes. Sizzling side dishes. Exciting desserts. Even beverages such as flavored lemonades or coffees. Being able to create menu items for all day parts allows us to help you maintain your loyal customers and attract new ones alike.



## MAKING A BOTTOM LINE IMPACT STARTS AT THE TOP

While we create food items that your customers will devour time and again, the ultimate reason we do so is to help create better business performance and to make a bottom line business impact for your restaurant. Our ability to do just that starts at the top and is supported and nurtured by every member of our organization. A focus that crosses sales and marketing, product development, manufacturing and distribution, EFCO is literally a company structured in every way to be ready to support you. So our support isn't just about creating new food items, it's also being able to make it economically viable, capable of being produced in our manufacturing facility, viable in your kitchen environment and distributed to you on time, every time.

## FRESH IDEAS: THE PRODUCT DEVELOPMENT TEAM + LAB

One can't exist without the other. And that's just the way we like it. We like to think of our product development lab and team as one of the finest in the industry. Our customers know that to be true because they've experienced the talent, environment, equipment, insights and processes we have established to position us as a leader.

And that leadership allows us to be able to develop new ideas time-and-again. Not one-hit wonders, but consistent, profitable and successful ideas for new menu items. We both know that stale isn't an option. Literally. Our team of culinary chefs and food technologists work in unison to help create tomorrow's new signature dish, today.



## QUICK. AND QUALITY.

What is timeliness if it comes at the cost of quality. That's something you'll never see at EFCO. We have shaped our company to be able to work at the speed of your business. Time is no longer a luxury we have and it's critical that we're able to do great work in shorter amounts of time. In today's marketplace, that's pretty fast. Why is that? Well, we know how critical time to market is to the success of many projects. And very often, planning occurs far in advance, especially when we're coming up with ideas for seasonally-inspired limited time offers.

In order to exceed your expectations, you will find EFCO to be extremely fast in being able to deliver samples and turnaround entire projects. It's a quality that our customers have come to know and enjoy as it can be the difference between good and great.

## LONG TERM IS THE ONLY KIND OF RELATIONSHIPS WE KNOW

We've been supporting global restaurant chains for more than 50 years. In fact, one in particular, for the past 50 years. In the truest form of a partnership, we work exceptionally well as a collaborative extension of your own creative culinary team. And supporting all of the product development and innovation is an entire EFCO team of sales, marketing, manufacturing, operations and distribution making absolutely certain that every detail is just right. And right on time.

We believe it is all of those qualities that come together to create an endearing relationship with our customers. Relationships that are mutually beneficial and cherished over time. In a world where we are only as good as our last project, we know it takes a lot, everyday, to be great project-after-project. How else would we build long term relationships?

**Let's continue the discussion about how we can work collaboratively to create tomorrow's sensational new menu item like a sizzling side or scrumptious signature dish.**



**EFCO MAKES  
CERTAIN THAT  
BOTH FORM AND  
FUNCTION ARE  
ACHIEVED IN OUR  
FOOD IDEAS. IT HAS  
TO WORK IN YOUR  
KITCHEN, AND  
LOOK AND TASTE  
GREAT FOR YOUR  
CUSTOMERS.**

**Efco Products, Inc. 7 LET'S CREATE SOMETHING IRRESISTIBLE**

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**a company built to  
inspire chain restaurants**



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**knowledge** July 2014  
**BITES**

an on-going series of insights about food and beverage innovations from EFCO providing chain restaurants with inspiration to increase efficiencies, patron appeal and reduce waste to otherwise become more competitive

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