



# Optimizing the Restaurant Industry Supply Chain since 1990<sup>SM</sup>

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CDC's mission is to provide foodservice supply chain management solutions, focusing primarily on the quick-serve, fast casual and casual dining restaurant industry, to create, streamline and maximize efficiencies to significantly reduce costs in purchasing, warehousing, communication, freight and logistics to provide the lowest landed price to the distributor.



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# Supply Chain Solutions



## Restaurant Industry Optimization from Source to Distribution

Consolidated Distribution Corporation, LLC [CDC] is the leading foodservice supply chain solutions company serving the quick-serve, fast casual and casual dining restaurant industry. As the largest multi-concept redistributor in the United States, CDC provides cost-saving efficiencies to the franchisors and purchasing co-operatives of some of the most famous brands in American dining, including Burger King, Dairy Queen, Denny's, YUM! Brands, Cinnabon, Applebee's and more. CDC supplies and moves a full range of products including frozen and non-perishable food items, disposable supplies, cleaning and safety products.

Our expertise encompasses consolidated dry and frozen redistribution services, inventory warehousing and storage, logistics and transportation services, premiums toy and bulk event fulfillment, and limited time promotions management. Our engineered offerings are powered by analytical and industry trade intelligence systems to give our customers full supply chain solutions and on demand data visibility.

Getting product to the distributor at the lowest landed cost, on time, is our business model.

### What is the CDC Advantage?

By providing outstanding levels of service and high transparency, CDC provides critical efficiency in operations for our customers, while also significantly enhancing efficiencies for manufacturers and foodservice distributors. By solving challenges for our customers, we have become long-term partners with some of the largest restaurant chains in the world, and we believe we can apply our experience, relationships and expertise to allow your company to achieve its financial goals and company objectives.

To learn more, visit us at [www.CDCSupply.com](http://www.CDCSupply.com) or contact us at [sales@cdcsupply.com](mailto:sales@cdcsupply.com) or 630-972-9800 ext.121.



# Redistribution Services



## Supply Chain Consolidation Services for Generating Savings

Consolidated redistribution adds value in the foodservice supply chain by streamlining product velocities and dramatically reducing costs. Without redistribution, manufacturers would produce products in their plants, move them to forward warehouses or company distribution mixing centers, and then on to food distributors ranging from small local distributors to very large national operations. These distributors then deliver the products in the smaller quantities needed to the restaurants. Because many foodservice distributors cannot utilize truckload quantities cost-effectively, higher-cost less-than-truckload transportation solutions are required on slower moving or seasonal or promotional items.

In contrast, with redistribution in place, manufacturers can efficiently ship truckload quantities to the redistributor — CDC — which in turn ships full (consolidated) truckloads of products to foodservice distributors.

The results are optimized supplier production runs, lower distributor safety stock, and increased inventory turns and efficiency in the entire foodservice supply chain, producing the lowest landed cost to the distributor.

### Supply Chain Savings from 10%-40% on LTL lanes!

Trends in today's competitive marketplace are requiring restaurant chains to focus more on cost-saving opportunities, specifically within the supply chain network. Optimizing all inventory SKU categories while streamlining logistics and transportation is critical as the foodservice industry evolves and changes. For franchisors, co-ops, manufacturers and distribution centers that have not yet optimized their network, improving product movement efficiencies can reduce or drive less-than-truckload costs out of the supply chain, resulting in initial savings of 10% to 40%.

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# Warehousing and Storage





## Reliable Dry and Frozen Warehouse Storage Systems

CDC offers many value-added services and benefits to meet the needs of our customers, including storage of dry and frozen offerings, bulk commodities, retail and foodservice products; order selection; and leading redistribution programs. From long-term bulk storage to just-in-time inventory management, we expertly employ state-of-the-art inventory management and warehouse operations techniques.

We currently handle over 1,250 unique SKUs on a daily basis, using detailed procedures for inventory, offloading, identification, verification, picking and staging functions. CDC uses a customized warehouse and inventory management system that easily integrates with our customers' systems and business needs.

Our on demand data portal allows clients to obtain real-time inventory detail, track product movement and create customized reporting.

## Quality Service

Quality doesn't just end with our services; it's proven by the loyalty of our customers and confirmed by their audits. Year after year, we consistently achieve high marks from our customers for our warehousing and system storage management. In 2009, we scored 100% on Cold Chain Management, with an overall Quality Score rating over 95% on the most recent Silliker Distribution Center Audit.

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# Promotions



## Menu Diversification and Program Management

Our customers are constantly seeking ways to enhance store profitability by introducing new products and services. These new product offerings, while providing upside margin opportunities, also can undermine efficiency in operations and result in increased costs if mismanaged. CDC's services improve on product support to enhance the distribution process and profitability at the store level.

CDC manages promotions, limited time offerings (LTOs) and regional menu offerings (RMOs), helping control costs and efficiencies for customers by offering a large variety of specialty items at competitive prices.

New product introductions and changes to existing programs can be seamlessly accomplished through CDC's services, easing new product introduction, phase-in, phase-out, product allocation and inventory management.

### CDC's Focus

Consolidated Distribution Corporation, LLC is a leading foodservice supply chain solutions company serving the quick-serve, fast casual and casual dining restaurant industry. Headquartered in Lemont, Illinois, CDC is the largest multi-concept redistributor in North America, providing cost-saving efficiencies to the franchisors and purchasing co-operatives of some of the most famous brands in American dining. CDC has established a unique niche by meeting the diverse needs of our customers: manufacturers, distributors, franchisors, purchasing co-operatives and ultimately the franchisees.

# Premiums Fulfillment



## Assembly, Premiums Fulfillment and Bulk Event Services

CDC offers turnkey bulk event, prize and premiums entertainment distribution fulfillment services. Our services encompass the life of an event: party kit or premiums offerings and product launch management from phase-in to phase-out. Expert management and execution of these programs allow restaurant chains to successfully capitalize on, and co-brand themselves with entertainment entities including major motion picture studios, sports organizations, publishing houses, music labels, television and print media companies, fashion designers and video games. These marketing programs not only drive traffic and sales for our customers, but resonate deeply with the target consumer at the store level in building long-term loyalty.

CDC has perfected order fulfillment services over the last two decades, producing customized fulfillment plans and programs tailored to each customer's objectives and target audience. If you are seeking a solutions expert for warehousing, assembly and fulfillment services, come and see the difference that CDC delivers.

## CDC's History

For more than 20 years CDC has been managing and consolidating the movement of slower-moving, difficult-to-handle, or time-sensitive items through the supply chain for quick-serve, fast casual and casual dining restaurant chains. Bringing the concept of redistribution into the foodservice supply chain has saved millions of dollars for our clients, which has led to steady and consistent growth and demand for our services within the industry. In addition to the savings generated by redistribution, CDC's success comes in part from our customer service record in seamlessly moving SKUs with minimal incident and maximum efficiency. Getting product at the lowest landed cost to the distributor, on time, is our business model.



# Logistics and Transportation



## Managing Domestic to International Freight Solutions

CDC utilizes some of the largest affiliate national and overseas third-party logistics (3PL) and fourth-party logistics (4PL) companies to provide its customers with a range of customized dry and frozen transportation and logistics solutions. Our non-asset-based sourcing services include over-the-road fleet (truckload or less-than-truckload), intermodal and rail, and international services via a network of independent carrier relationships. Our solutions optimize regional, superregional, national and international transportation networks, procurement and carrier administration activities.

Analyzing a supply chain network and its transportation modes from source to distributor is crucial to drive down costs at the line haul level. Our carrier fleet relationships result in optimal landed cost expectations and performance.

Our transportation solutions allow competitive product movement that benefits from using more than 40,000 independent contract carriers, each averaging more than 100 truck fleets. CDC can leverage critical volumes from more than 325 suppliers to more than 200 distribution centers nationwide over a network of thousands of lanes.

## Our People, Our Values, Our Culture

When it comes to commitment, talent and experience, our world-class team is second to none. At every level of our organization, our focus is to create direction, deliver results, align our interests with those of our customers, and inspire and energize our people. We promote integrity, collaboration, and responsiveness — and we succeed at this every day.

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