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Axis Purchasing Identifies \$15 million in Savings For Foodservice Members

Axis Purchasing, the group purchasing organization, identified savings for its foodservice members of more than \$15 million in 2014. [Click here, for News Release.](#)

The outstanding return is attributed to market intelligence of quality products from alternative manufacturers that meet the intended use and requirements at a lower total cost.

Most group purchasing organizations offer rebates and lower cost pricing. Many group purchasing organizations have restriction on the distribution provider or mandatory purchase requirements. Axis Purchasing focuses on choice and continuous improvement. Working with a three-step process, Axis provides leveraged manufacturers' programs with rebates and best pricing and then takes the process one step further and generates additional savings by identifying opportunities for product conversions that provide like for like with a lower total cost.

The detailed process of matching current products to alternatives is completely managed for the Axis members. Alternatives are identified, savings calculated, and cuttings orchestrated by Axis and provides a seamless process for members of the group. Members of Axis are provided market opportunities

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analysis without a charge. They simply decide if the product meets their menu and quality requirements.

“The opportunity with alternative manufacturers’ products provided our members an average of nineteen (19) percent overall savings by changing manufacturers,” said John Krebs, Axis Purchasing President. “There is no loss of quality and rigorous tests and product cuttings are always available prior to a final decision by a member to change.”

Axis Purchasing was founded in 2006 on a simple premise, busy foodservice operators do not have the time, resources, and/or leverage to efficiently source most food and supplies. With billions in leverage purchases combined with distribution and operational expertise, Axis provides unmatched support. We focus on maximizing manufacturer rebates, reducing invoice costs, and providing up-to-date market and product insight to a variety of foodservice operations. Our services cover a broad range of industries including lodging, schools, multi-unit chains and other hospitality providers.

Stay Up-To-Date and In-The-News



Look for more information and news about Axis Purchasing at

www.FastCasual.com

Or follow us on twitter at [@AxisPurchasing](https://twitter.com/AxisPurchasing)

2015 POLAR PLUNGE FOR SPECIAL OLYMPICS, Fox Lake, IL

The 2015 Polar Plunge for Special Olympics in Fox Lake, IL had in excess of 400 participants this year and came close to raising \$120,000. There were 25 sites in Illinois and the Village of Fox Lake came in 2nd place to Chicago, which was extremely impressive for a little town of 10,000 on the Wisconsin border. In 11 degree weather with winds blowing in from the lake, Axis member, David



Gauger (*pictured above*), Vice President - Administrative Services with Arbor Management, defended his first place title from last year for the "Individual Costume" category. Because of a Special Olympian in his family, David is not only a plunger but he also worked behind the scenes with the Village departments that helped organize this event. His team collected food and beverage pledges from local restaurants, businesses, taverns and more. These donations were used, at no cost to the plungers, to feed them once they were finished. All in all it was a very long and rewarding day for David, the Illinois Special Olympics, the Village of Fox Lake, all the volunteers that gave their time and talent to make this event a very safe and rewarding one.

Member Profile



Uses Axis Purchasing to Solidify Growth

Westside Pizza started out very simply. It wasn't some big brainstorm; it was just born out of a desire by eponymous founder Jason West to own his own business.

"My goal was to open one place and dominate my little market," recalls West. "I had worked at a pizza place while in college and I had the knowledge base on which to proceed."

And proceed he did. Today, one store has turned into 25 spread out around Washington, Idaho and California with plans to expand to many more locations.

The knowledge West gained while working at Pizza Rita in Spokane was invaluable. He was fortunate to come under the tutelage of pizza guru Brian

Dickmann, who had vast experience with big brands like Pizza Hut.

West dedicated himself to creating a place that made its own dough, used only fresh ingredients, and had great customer service. But the most important thing he did was build a consistent and strong marketing program.

"Many people look at marketing as an expense, I view it as an investment. Next to customer service, it is the best way to get people to come back again and again," he explained.

In the beginning, this meant putting out door hangers, direct mail, and even the Yellow Pages. Today, promotional efforts focus on email blasts and social media; although door hangers are still the best thing that Westside Pizza does to improve delivery sales.

Westside's Pizza menu focuses heavily on the idea of freshness and quality, two catch phrases that West does not take lightly. "We are building a base of proprietary products to guarantee consistency and high quality, both very important to our franchisees and our brand," he notes.

Member Profile continued from Page 2

In the end, all meat, flour, and sauce will be proprietary. “We never compromise on quality. We work with the same manufacturers so that we have great consistency. We also work with manufacturers to create specialty products such as sausage, chicken and sauce.”

Westside Pizza is not trendy but does recognize and adapt to new trends such as gluten-free options, healthy items, and thinner dough providing diners a pizza with less calories and carbs. Stores use local produce to maintain freshness. They grate cheese on site so that it does not clump. Dough is made fresh daily. Sauce comes from a company that only uses 100 percent fresh packed tomatoes.

Of his customers, West says proudly, “I hope they have a connection with the brand. I believe that it requires everything – the product, the service, the freshness – to create such a loyal following. We have brand cheerleaders who just love us, post about us, and keep coming back.

“Redesigning the brand so that the entire look of his store, advertising, and packaging was uniform was one of the best things we have done,” West adds. “The more solid your brand the better you will do.”

West also understands the value of a purchasing program. He chose Axis Purchasing a few years ago to manage its rebates and volume allowances and it has been a win-win proposition for Westside Pizza and its franchisees.

“We have been with Axis Purchasing a couple of years. You need a purchasing company to help with rebates and price. And working with Axis has been a no-brainer,” says West.

“It is such a simple process. It is seamless and automatic. We started seeing rebate checks which we put back into our marketing funds. It has helped lower our food costs. We get emails from them showing us comparable products that may save us money,” he adds. “It is also a great selling point for our franchisees too who love the idea of best pricing and rebates. Everything is running smoothly.”

Spring Special! Receive a Mini I-Pad

Just for Referring a Colleague to Join Axis!



After an especially harsh Winter, Spring has never been more welcome. As a gift to you to celebrate spring, Axis Purchasing is offering to send you an I-Pad tablet for any referrals that result in a new member of Axis. We're asking our customers to refer a friend or colleague; if they join Axis, we will send you a brand new Mini I-Pad!

For details, contact Axis Purchasing at 703-310-7607

**Offer valid through May 31, 2015; available to multi-unit member with direct distributor purchase reporting.*

Axis Featured Food Manufacturer

Bridgford®

Offers Much More Than Just Frozen Bread Dough



As one of Axis Purchasing featured manufacturers, Bridgford® Foods Corporation manufactures frozen bread dough, biscuits, cinnamon roll dough, sandwiches, beef jerky, snack, and deli foods.

Although Bridgford was founded originally as a retail meat market in San Diego in 1932, it evolved into a meat processing and frozen food manufacturing and distribution company. Bridgford became a household name with the introduction of its frozen bread dough lines in 1962. With the acquisition of a meat processing facility in 1975, Bridgford expanded into dry sausage and beef jerky.

Innovation, high quality, and consistency are the major attributes of Bridgford products. By working with Axis Purchasing, companies can now save on purchases of a wide variety of Bridgford's products.

Bridgford is one of more than 350 featured manufacturers offering savings through Axis Purchasing. For more information on Bridgford product lines, visit: www.bridgford.com.

Manufacturer Spotlight



When opportunity knocks, you should open the door.

At JAFCO Foods, opportunity comes in the form of overstocked, imperfect, out-of-spec, or discontinued products at a reduced price.

For foodservice operators, such an opportunity to lower food costs may be hard to find. How do you know when one exists? JAFCO Foods services is a large national/multi-unit food organizations which has a broad portfolio of products that can provide lower food cost while maintaining high quality standards. Such solutions can lower food costs by as much as forty (40) percent when compared to similar items through standard distribution channels.

Opportunity buys are JAFCO's specialty – work the company has been doing for more than 25 years. Today JAFCO ships an average of 1.5 million pounds of product to over 2,000 locations every month.

Often, JAFCO offers ongoing opportunity buys of items that are contracted with smaller manufacturers at a price that fits any budget. These items are always in

the same pack, box, quality and size and JAFCO has as many as 85 on-hand at a time.

JAFCO products are inclusive of appetizers, beef, chicken, convenience, custom made marinated meats, deli meats, desserts, ethnic cuisine, fish, pasta, pork, prepared products, retail items, sandwiches, sauces, sous vide products, and turkey. These products are available as raw or fully cooked.

In addition to sourcing products, JAFCO owns and operates a USDA manufacturing facility. In this way the company can provide customers with products on a schedule that works with their needs. It also means that JAFCO is able to provide customers with custom-designed products.

Because of its long history in the food industry, JAFCO has excellent relationships with manufacturers; thus, it can contract for line time to suit foodservice operators' special needs.

Overall, JAFCO offers a selection of more than 400 unique items from which to select. Customers can save time and money and know that the quality of the products is still at the required levels.

That is the kind of opportunity that deserves your welcome mat.

Lisa Woody Joins Axis as Senior Director of Client Management

Axis Purchasing continues to increase member services.

Axis Purchasing is pleased to announce the addition of Lisa Woody to our management team. Lisa brings extensive cross industry, international, supply chain experience. In addition to automotive and airline background, Ms. Woody's recent experience with an international inflight caterer brings a vast wealth of knowledge in food and supply sourcing, product rationalization, and multi-tier distribution.

Lisa joins our organization as Sr. Director of Client Management. In this role Lisa's primary focus is to lead the operations team in leveraging Axis Purchasing's multi-billion dollar group purchasing agreements. Particularly important is the identification and implementation of best value purchasing options across the various hospitality and foodservice providers.

John Krebs, President, says "Axis Purchasing recognizes the importance of providing more than low cost group purchasing programs. Our main focus is on supporting our members by increasing supply savings and efficiencies year over year."

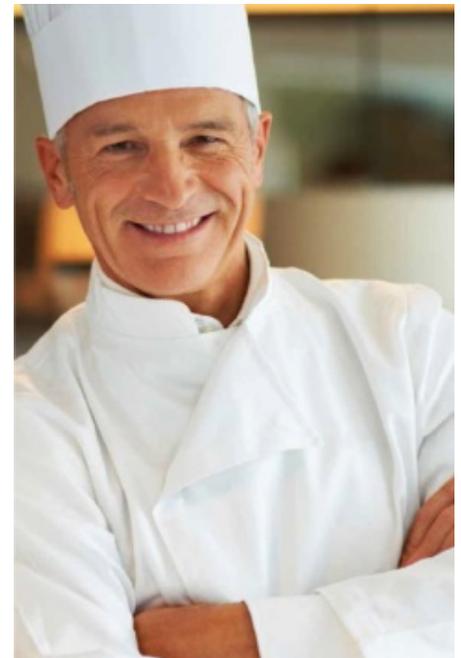
With the introduction of this new role, Axis Purchasing will continue to expand support across all of our supply participants and members.

About Us

Axis Purchasing was founded in 2006 on a simple premise. Busy food-service operators don't have the time and resources to efficiently procure food and supplies, manage supplier relationships, costs and rebates, and stay abreast of continuous changes in markets and products. Axis found a way to handle those details for them while saving them money. **A lot of money.**

In fact, today our group purchasing power exceeds \$18 billion. That leverage combined with distribution and operational expertise has enabled us to provide unmatched support—maximizing manufacturer rebates, reducing invoice costs, and providing up-to-date market and product insight. Put simply, we guarantee maximum value: the most efficient delivery of all the right products at the lowest cost, year after year.

Find us at www.AxisPurchasing.com or call TODAY to learn what you have been missing.



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"There's only one thing more rewarding than serving the best food..."

Serving it at a lower cost!"