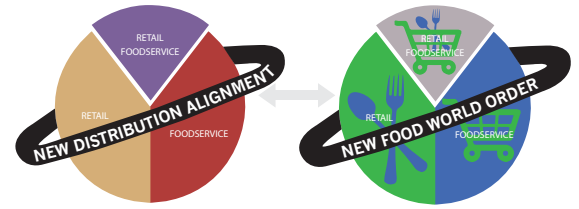
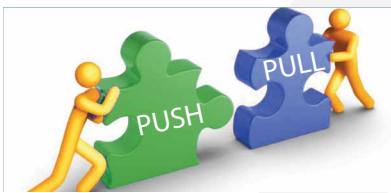


FEATURED COMPANY

Synergy Group professionals are rooted in retail, foodservice, and culinary. Tapping into our go-to-market experiences, we recognized the convergence of two vertical “push” channels spawning Retail Foodservice, a “pull” channel with annual sales estimated at \$150 billions and growing.



When asked, “What exactly do you do?” We answer confidently: We identified the convergence of retail and foodservice, defined Retail Foodservice as a “pull” channel, aligned its integration and have tracked its evolution as far back as 2007.



We build distinctive go-to-market plans by filling the alignment gaps between the “push” channels and Retail Foodservice, a task no longer attainable by addressing only the supply chain needs of the “push” channels.

FEATURED INDUSTRY

Retail Foodservice is the first segment in harmony with 21st Century lifestyles. Its distinction is that its "pull" focus is contrary to the “push” focus of established retail and foodservice distributions. This effect is causing a realignment of the two food worlds as no other, commanding attention throughout both supply chains.

