



*America's Premier
Foodservice Marketing Group*

Customer driven innovation and value-producing results make Golbon the "Right Choice" to help you reach your sales and profitability objectives.

What makes us unique makes us successful, and our success is measured by our supplier and distributor partner's successes.

How Golbon is unique in the foodservice industry and how it translates into value-producing results for a Golbon Supplier:

District Manager Program

Distributors who meet volume goals have their own in-house District Manager associate, fully funded by Golbon.

Results in:

An inside track at the distributor level that can drive new products, support local and national promotions, and increase your market share with the distributor. No other group can provide you with this local level of support.

Premier Club

An element of our travel incentive program that rewards Golbon distributors, DSRs, and Merchandisers with a travel trip AND recognition on a national stage.

Results in:

Thousands of distributor associates who are focused on purchasing and selling the products that you want to sell.

Recipe for Success

An online information and resource center for Golbon distributor DSRs and their customers.

Results in:

The ability to provide product training, national promotion support, and brand awareness to a portion of the industry you don't have the resources to reach or develop.

Golbon BuyOnline

A virtual online buying show – a first in the buying group industry.

Results in:

The ability to network directly with distributor buyers, increase sales on volume items with a group allowance incentive, and develop new leads for future sales.

Distributor Growth Incentive Program

Golbon distributors who increase their program purchases can earn an additional cash bonus at the end of our fiscal year.

Results in:

Distributors focusing their product purchases with Golbon suppliers and converting non-qualified purchases to Golbon Approved and Preferred suppliers.

Supplier Product Showcases

THE kick-off event for our shows, where suppliers can show their products in real menu applications, in a casual but effective setting.

Results in:

Pre-show "selling" of your product makes for more orders, more interest, plus eliminating the need to manage samples in your booth.

Bid Wizard

An online program for distributors to submit your products to bid.

Results in:

Identifying your bid-eligible products with our state-of-the-art database makes it easier for your brokers and sales staff to deal with bids, so they can focus on selling your value-added product lines.

Global Affiliations

From global purchasing offices to our affiliation with Countrywide National Network in Australia, Golbon is an international entity.

Results in:

Buying opportunities from your international plants, and new selling opportunities with foodservice distributors in Australia.

Golbon is "Hands On"

From our President through the ranks, our team members are continuously finding opportunities to grow our distributor's and supplier's businesses.

Results in:

A resource for your sales team to help identify new avenues of increasing your sales with Golbon independent distributors. We work for you!

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