

 **gondola**
foodservice
Presents

**FOOD
SERVICE**
Congress





**GILLES
COLLET**

CEO
Sparkers





MARTINE ROOSELAERS

Advisory & Strategic
Business support
Gondola Foodservice

We turn fragmented markets into trusted standards

Gaming. Travel Retail. Now Food Service.

Video Games

- ✓ Global consoles and PC markets
- ✓ Streaming Audiences

Travel Retail

- ✓ Global cosmetic, beverage and confectionary markets
- ✓ E-Commerce Price Tracking

Food Service

- ✓ BE Market sizing
- ✓ Financial analysis
- ✓ Customer repository
- ✓ Dedicated sectors apps

Now live!

Sparkers Data Platform

60

data experts

200M

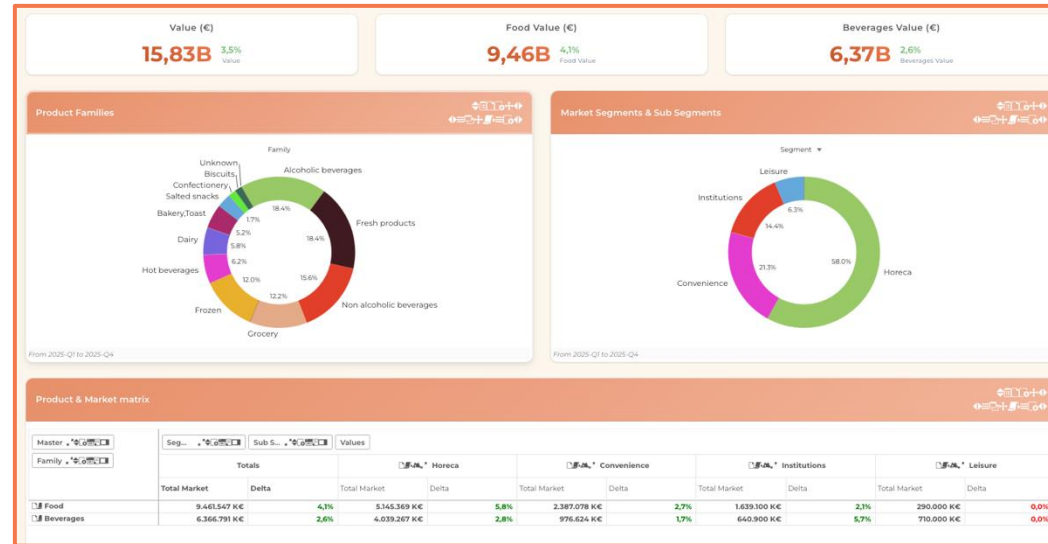
data points / day

700+

data sources

The Food Service Cube : Collective intelligence, operationalized.

40.000+ products
30.000+ locations
20M sales transactions
32.000 companies



- ✓ Industry expertise
- ✓ Economic data
- ✓ Gondola market knowledge
- ✓ Sparkers data platform

AI-based data categorization & enrichment

Algorithmic extrapolation and interpolation

15 data sources

POS sell-out

Wholesaler sell-in

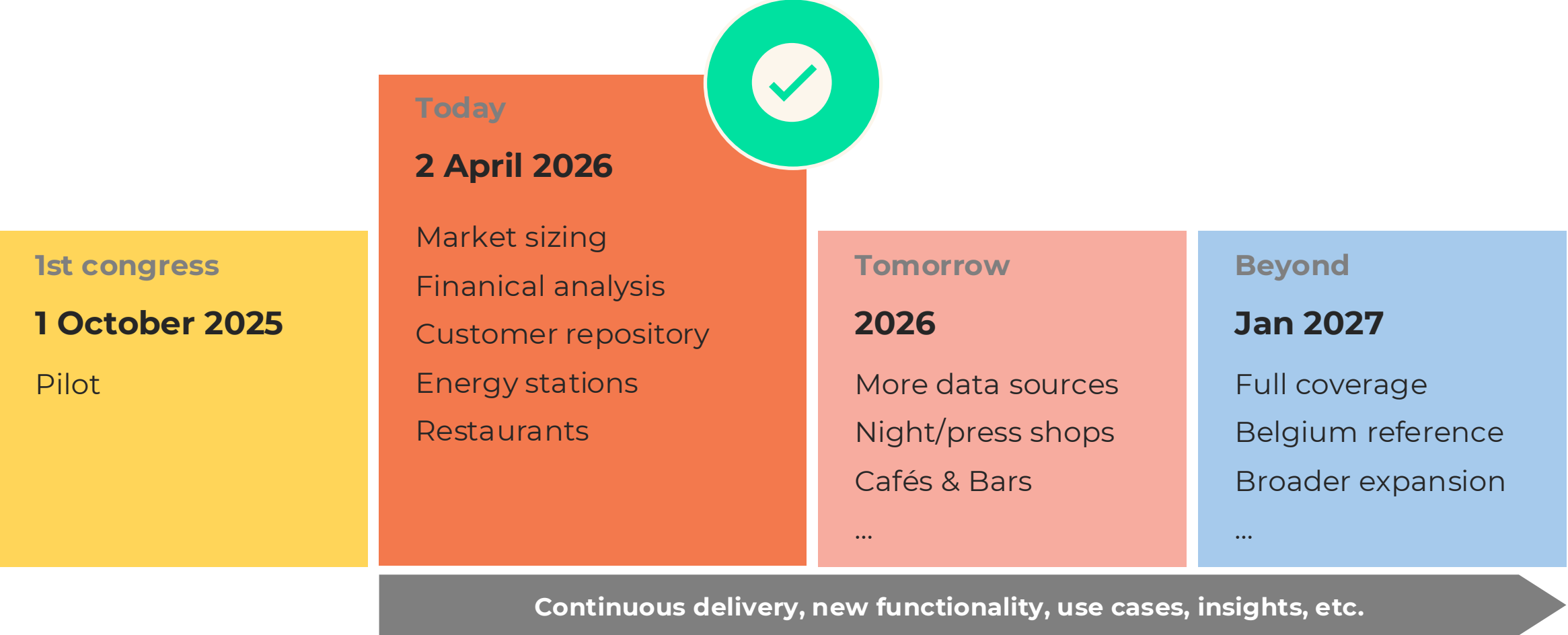
Financial data

Company data

Geo & consumer data

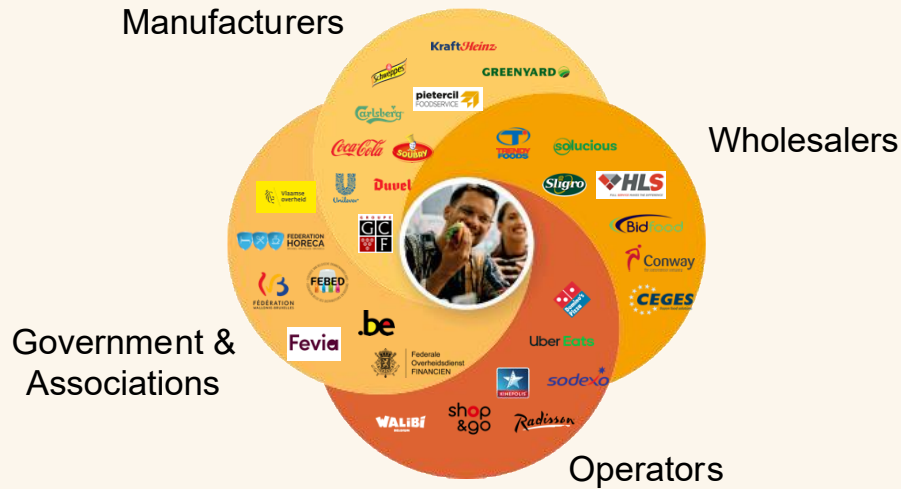
Live today.

Building the market standard of the future.



Connecting the dots in a Fragmented Market

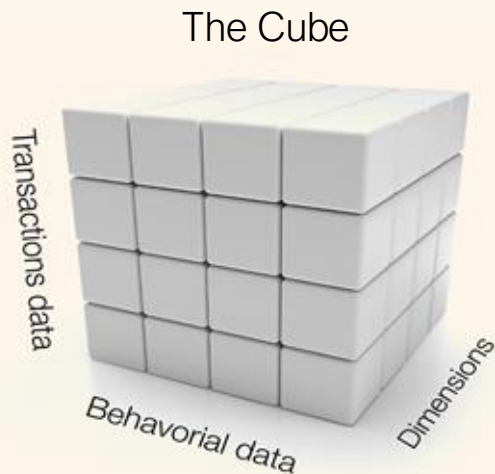
Speaking the same language will transform the Belgian Foodservice



- A Unique Multi-Layered Data Model:
Transactional – Financial – Behavioral data

- Total View with 4 Major Segments:
Horeca - Convenience – Institutions – Leisure
Food & Beverages consumed outside home

- From Fragmented views to Market Authority:
An ECO system with 40+ data sources.
Coverage of the evolution in the Food Service



Integrating **40+ Data Sources** into One Structured View

Transactional Data

Financial Information

Wholesaler Data
(Sell-In)

Direct Deliveries
(Sell-In)

POS Tech Data
(Sell-Out)

Operators Data
(Sell-Out)

Behavioural Data

Payment Cards

Consumer Behavior

Consumer Geoloc

Outlet & Product Mapping

Outlet Attributes

Across **4 Segments** Serving Different Consumer Occasions

Horeca

Full & Limited-Service
Restaurants
Cafés & Bars
Hotels & Logies

Convenience

Quick-Service
Restaurants & Snacks
On-The-Go @ Retailers
Fuel Stations
Night / Press Shops
Food Delivery

Institutions

@Work,
Educational (Schools &
Creches)
Hospitals & Care Home
Government & Military
Services

Leisure

Event Catering
Recreational &
Entertainment
Sports Club

And Different **Product Categories**

Food



Meat



Fish



Vegetables



Fruits



Bakery



Confectionery & Snacks



Dairy



Grocery

Beverages



Alcoholic Beverages



Non-Alcoholic Beverages



Hot Drinks



**THE SOFTWARE IS LIVE,
LET'S PLAY NOW**

Use Case #1 – Boosty Drink

- **The CEO** of Boosty Drink wants strong growth: at least +€5M in year one on a €100M business. Retail is under pressure, with lower volumes and margins. He has heard that foodservice could be a big opportunity, so he turns to his team.
- **The Category Director** wants to understand which market segments have the highest potential.
- **The Sales Director** wants a clear list of outlets where the product should be listed.
- **Finance Director** wants to identify the most efficient and reliable Route-To-Market.
- **The Marketing Director** wants to know where to reach the core audience (men 35–44)



Use Case #2 – BaReCa Foods

- **The CEO** of BarecaFood, a wholesaler based in Antwerpen, wants steady and profitable growth over the next 5 years.
- She needs to understand her position in the foodservice market and where the best growth opportunities are (*by category and market segment*)
- **The Commercial Director** wants to identify which outlets to prioritize to generate the highest return.
- **The Purchase Director** wants to understand which categories and suppliers to focus on.
- **The Finance Director** wants to ensure new customers are financially reliable and able to pay. He has also heard that McDonald's may start sourcing locally and wants to assess this opportunity.

