

Saladplate

Info Deck | May 2020





1

Our Background

Developed by Informa Markets, the No.1 B2B trade shows organiser

What's Informa markets?

Informa plc is a Leading,
Global Business Information Services Group

11,000+

EMPLOYEES
WORLDWIDE



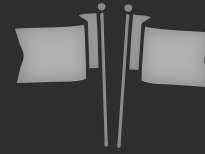
10B

MARKET
CAP



30+

OFFICES IN OVER 30
COUNTRIES



FTSE 100

LISTED ON THE LONDON
STOCK EXCHANGE



OUR SPECIALIST MARKETS

4,400+

colleagues

40+

countries

550+

B2B Brands

INFORMA OVERVIEW DECEMBER 2018

40+ YEARS

24 Shows

10K Exhibitors

240K+ B2B

Visitors

INFORMA OVERVIEW DECEMBER 2018



Saladplate is an Online B2B marketplace + Workflow Solution

Overview:

Saladplate is an online marketplace designed for Food & Hospitality professionals. It also provides different workflow solutions that help our customers save time and money.

What is Saladplate?

For the last 40 years, Informa has been helping food and hospitality industry professionals like yourself discover innovative new products and build long-lasting relationships with business partners at Asia's leading food and hospitality trade shows. With such a vast experience in bringing businesses together, we've learned a lot about the industry – and that is how we knew the time was right to create Saladplate, an online marketplace specially tailored to match food and hospitality buyers and sellers.



Key Statistics (ASEAN F&H Shows: latest 2 editions)

530K

Total Buyer Number

149K

Distributors

187K

Hotels

502K

Buyers From Asia

28K

Supermarket/Groceries
Department Store

381K

HoReCa

176K

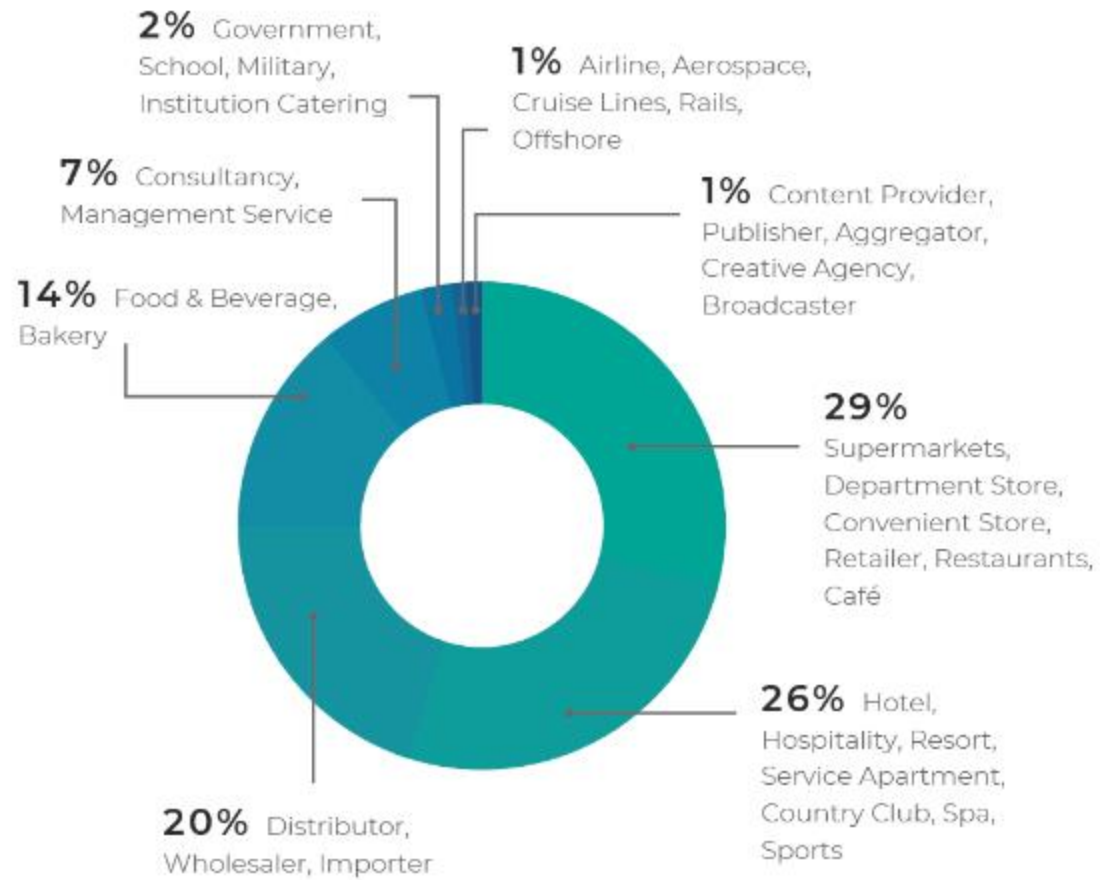
Restaurants

18K

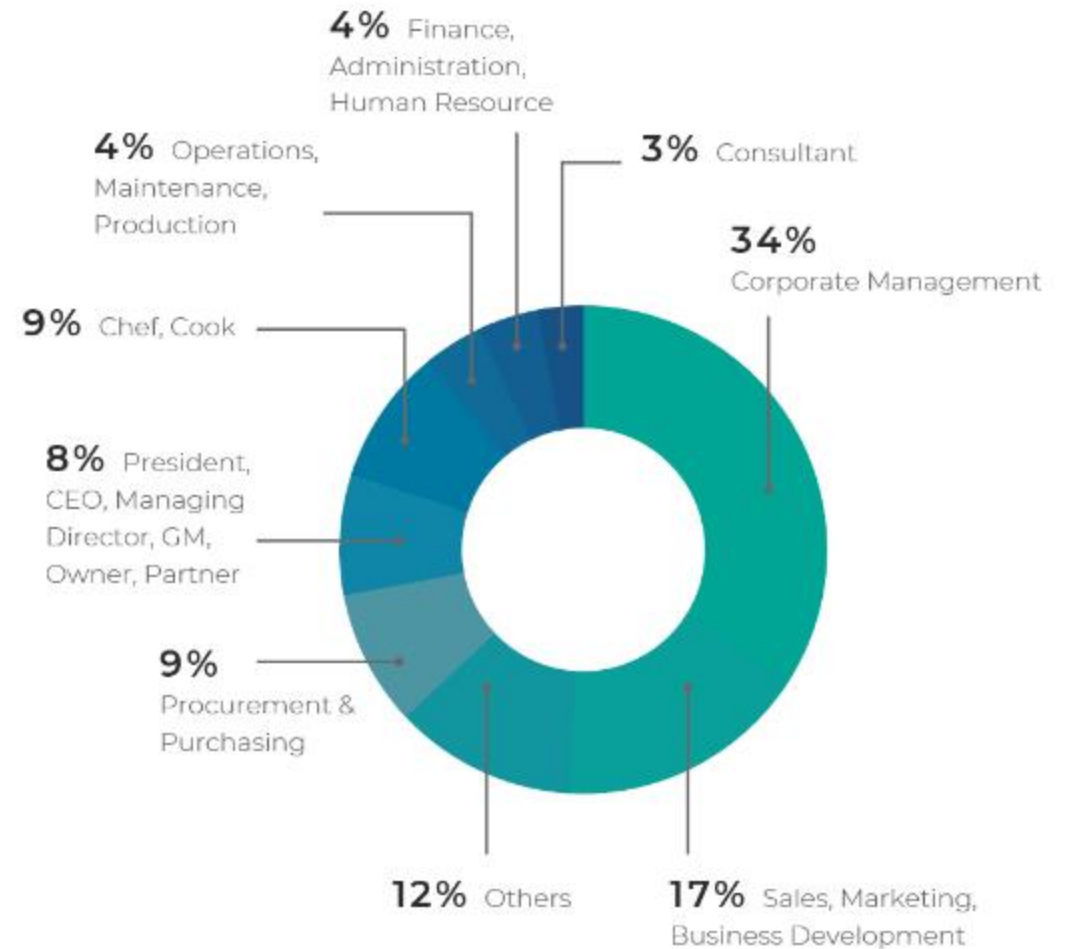
Cafes

Saladplate Database Segmentations

Attendees by Business Nature



Attendees by Job Function



Core Values and Industry Pain-Points

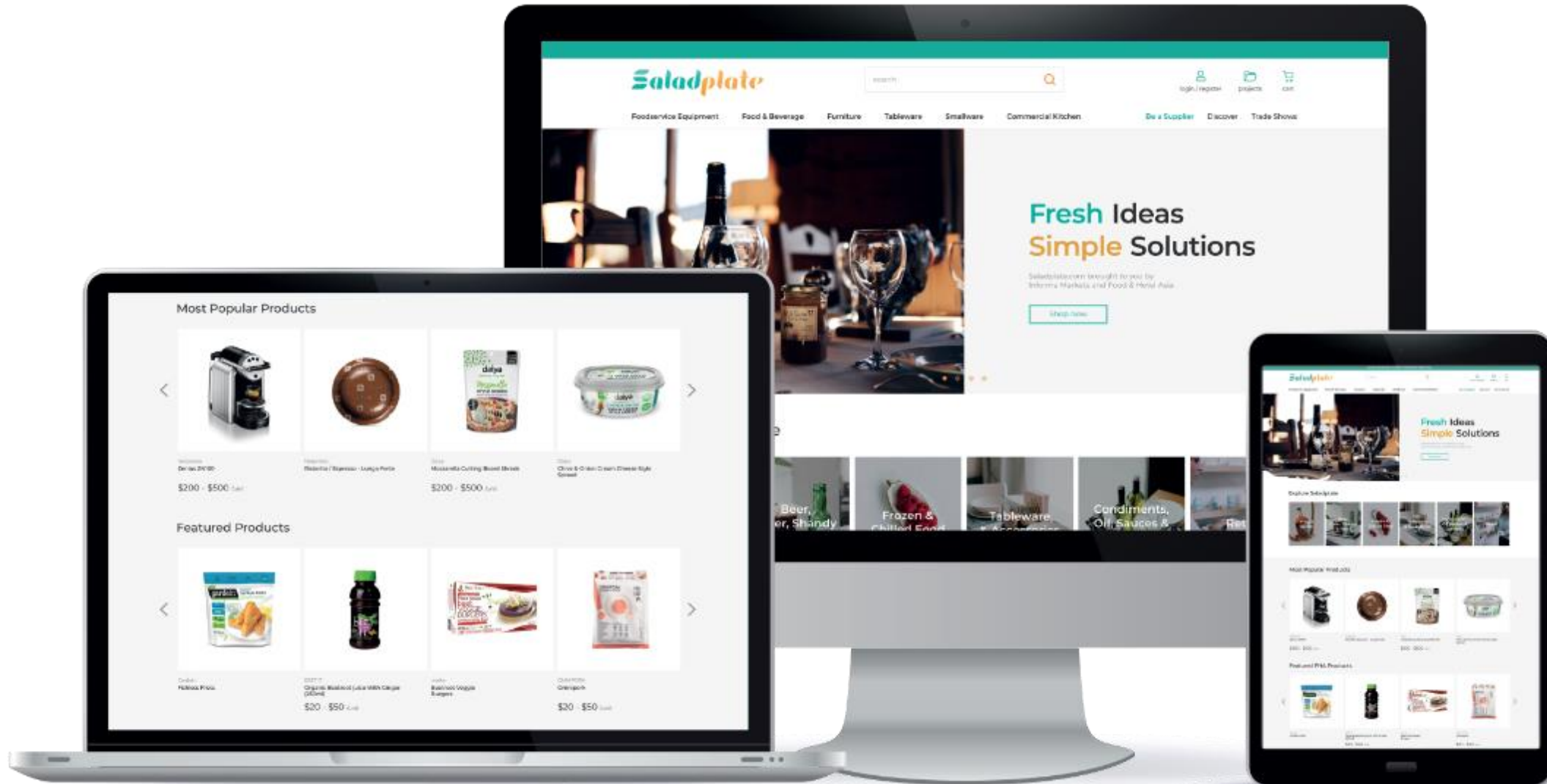
Our Core Values:

- **Trust:** Most of the suppliers are our exhibitors while buyers are our event visitors, these customers are more reliable and higher quality than buyers on other media databases and generic B2B online marketplaces.
- **Efficiency:** We understand that there are complicated work processes that take a lot of time. Saladplate streamlines customer workflows and make them cost-effective.
- **Connection:** We have AI and analytical experts that identify patterns in the data and help you find the right business partners and the products that can be very time-consuming to find.

Industry Pain-points:

| Suppliers | Buyers |
|--|---|
| Currently: Limited travel and face to face meeting | Difficult to verify product quality |
| Difficult to build trust with customers | Current B2B e-commerce is very limited and only provide generic search for brands and products. |
| Concerned about data security | Suppliers' info is not detailed enough |
| Time consuming to develop proposal | Hard to manage multiple-supplier quotes |
| Lack of B2B buyer pipeline | Difficult to find products beyond the trade shows |

Omni-Channel Marketplace



Features & Benefits for Suppliers

1. Digital Product Catalogues

- Mobile responsive online catalogues
- 24/7 Connect with new customers online
- Brand exposures

2. Easy Sales Proposal

- Create and download customised digital proposals anytime, anywhere
- Empower your sales reps to optimise their sales effort

3. Analytics and Reporting

- Real-time sales and product performance reports
- Better insights and forecasting

4. Marketing Service for Lead Generation

- Saladplate offers a comprehensive set of marketing services to help customer generating awareness with millions engaged decision makers across Food and Hospitality sector in Asia.
- Dedicated / Themed eDMs, Feature Articles, Webinars

Services Highlights

Seller Features Highlights

- Custom digital catalogues
- Enhance operation workflows
- Proposal Management
- Connect worldwide buyers 24/7
- Digital marketing support
- Latest industry updates

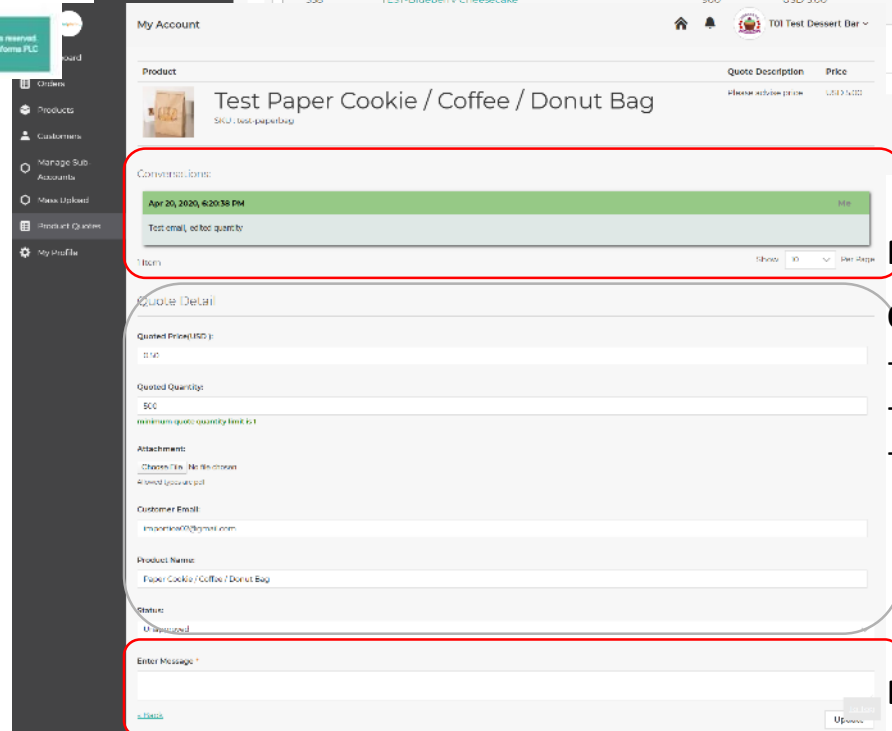
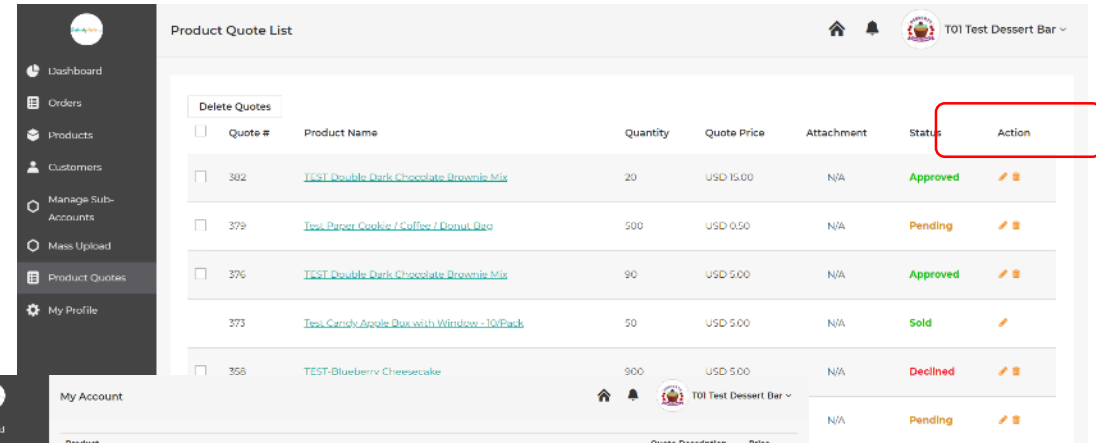
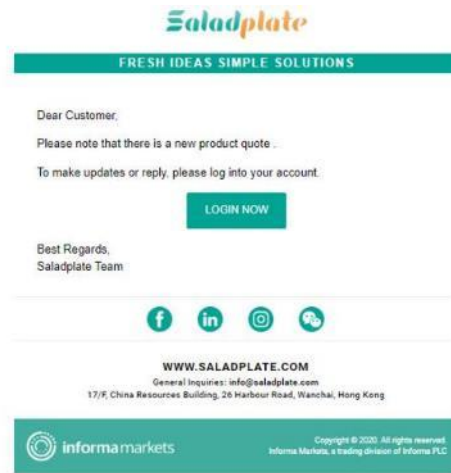
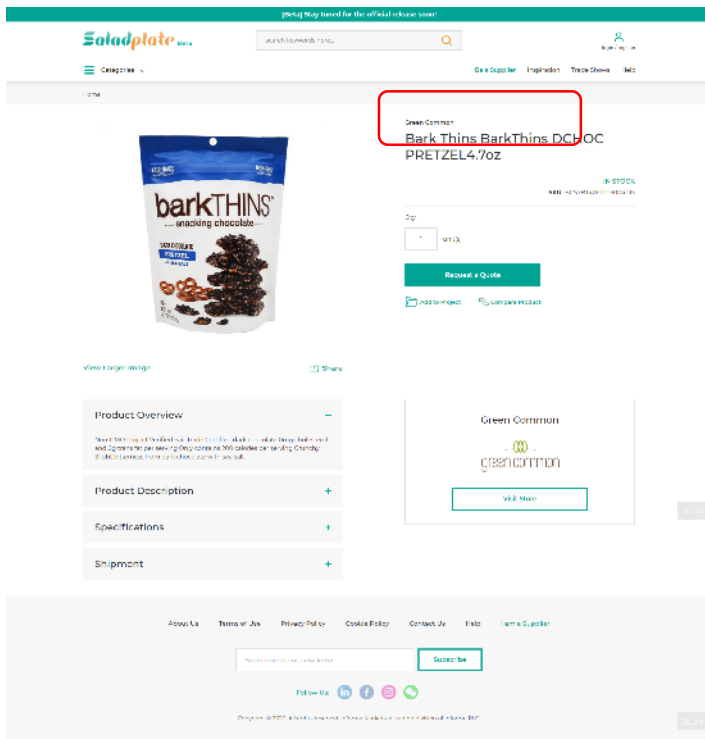


Buyer Features Highlights

- Smart project management
- One stop sourcing platform
- Quotation & suppliers management
- Worldwide products from trusted suppliers
- Latest brands/sourcing trends

Quotation Management

Buyer Request a Quote → Supplier will get email notification → Supplier login to manage pending quote → Step 1: Edit the pending Quote



Step 2: Start adjusting quote / leave message to buyer

Message History

Quote Details:
Quantity
Price
Any file attachment

Enter New Message to Buyer

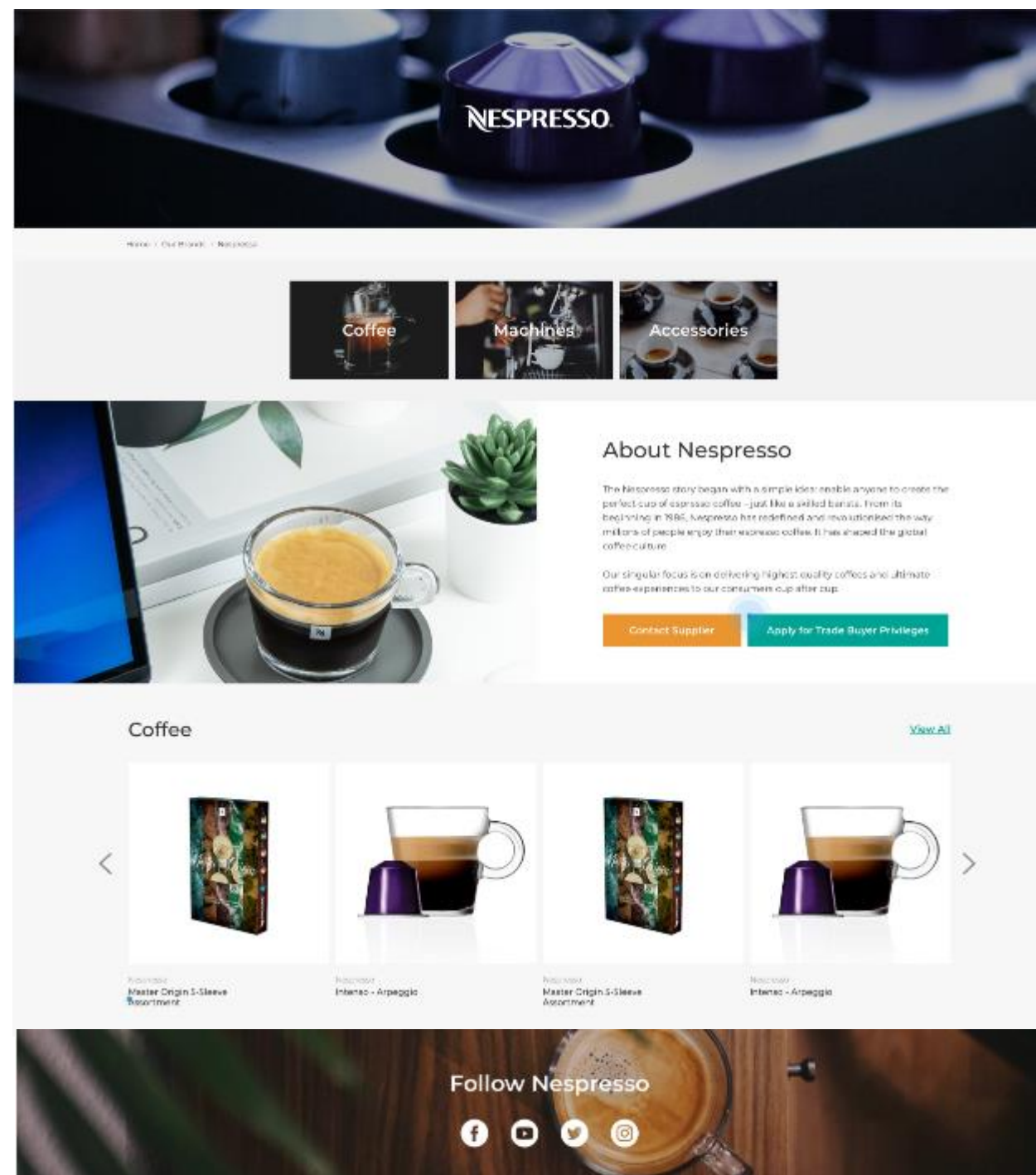
Company Profile Page

Seller

- Support detailed company introduction
- Support multi-category listing
- Support certification/qualification displays
- Support social media channels

Buyer

- 1-click to request quotation
- 1-click to contact supplier
- Apply trade account to view special pricing
- View all company products



Product Page

Seller

- Support high-resolutions images and videos
- Support detailed product description
- Support price variations
- Support product recommendations

Buyer

- 1-click to request quotation
- 1-click to add to sourcing projects
- Compare similar products
- Share via social medias/instant messengers

The screenshot shows a product page for a Nespresso Zenius ZN100 coffee machine. The page layout includes a navigation bar at the top with categories like 'Foodservice Equipment', 'Food & Beverage', 'Furniture', 'Tableware', 'Smallware', and 'Commercial Kitchen'. The main content area features a large product image of the coffee machine with a cup of coffee, accompanied by smaller thumbnail images. To the right of the image, the product name 'Nespresso Zenius ZN100' is displayed, along with its status 'IN STOCK', SKU '0300000164', and price range '\$1000 - \$3000 /Unit'. Below this, there are buttons for 'Add to Project' and 'Request a Quote', along with links for 'Compare Product' and 'Share'. A 'View Larger Image' link is positioned below the main image. The page also includes a 'Downloadable Forms' section with links for 'Nutritional Information.pdf' and 'Shipping Instructions and Processes.pdf'. A 'Video Tutorial' section features a video player showing the machine in use. The 'Product Description' section provides details such as 'Shelf Life: 1 Week', 'Grade: Food Item', and 'Place of Origin: China'. A 'Frequently bought with' section displays three coffee capsules: 'Distretto / Espresso - Lungo Forte', 'Ristretto / Espresso - Vanilla', and 'Ristretto / Espresso - Caramel'. At the bottom, there is a 'Contact Supplier' button and a 'View Supplier Page' link.



3

Marketing Promotion

Offline Shows | Online Advertisements

Targeted Third Party e-Newsletter (eDM)

Optimise your advertising efforts by sending your marketing messages to the right audience.

- Choose from any 2 Countries, refined by Business Nature and Job Nature
- Send to 3,000 contacts

Listed Price: USD \$1 per email (Min. 3,000 contacts at USD \$3,000)



PROFESSIONAL COFFEE MACHINES

No matter how high your demands of coffee may be, there will always be an innovative Nespresso coffee machine to suit your needs. The streamlined design and advanced technology brings the broad variety of aroma's to life in every coffee.

[Request for more information](#)



GEMINI

- ▶ Recommended for 20+ users
- ▶ Double head technology with milk frothing function
- ▶ Exceptional milk-based coffee recipes

[View Details](#)



MOMENTO RANGE

- ▶ An effortless way to serve coffee at your business
- ▶ Employs our smartest technology yet
- ▶ Designed with your specific business needs in mind

[View Details](#)



AGUILA RANGE

- ▶ Ideal for high volume demands
- ▶ Up to 4 extraction heads work simultaneously
- ▶ Unmatched in-cup quality and milk recipes at the touch of a button

[View Details](#)



Early successes

Snacks Themed eDM campaign

- We combined 3 companies all looking for distributors/restaurant/cafes
- Leads Generation: Total 11 leads.
- Green common (5 leads): e.g. Starbucks

Syspex (Dedicated eDM)

- Promote only 1 company and products
- Lead Generation: 14 leads (hotels and restaurants)

**HOT TOPICS: Anything you can find in the supermarkets.
Snacks, Drinks, Cleaning products and machinery,
Packaging, Online service: online cooking class**



Avocado Chips, Tomate Salsa



Organic Almond and Mixed Almond

[Request Quotation](#)



Dear ##First_Name##
Your Products, Our Passion.
Syspex, your one stop food packaging solution.
We have a wide range of flexible packaging film and machine, covering your every packing needs and designs you could think of.

By clicking this button, you consent to the communication of your contact data to the supplier so they can contact you with more information.

[Request for more information](#)



Patented Microwaveable Bag
► Microwave without the need to open the bag
► Retains original flavor of the product

Thermoforming Film
► Superior formability & excellent shelf appearance
► Available in non-barrier, high-barrier & breathable option

Skin Film
► Superior formability & excellent shelf appearance
► Available in non-barrier & high-barrier option



[Request Quotation](#)



Preparation - Dedicated eDM

- Saladplate digital marketing team will contact client after contract is signed.
- Provide company profile , product photos and description.
- Suggest target audiences by client: title, product interest, etc.
- Confirm the eDM design 2 days before with the client when go to market
- Lead time: 2 weeks
- 3000 contacts from 2 countries

B2B online marketplace brought to you by FHA To see the web version, please click [here](#)

Saladplate  

FOOD ON THE MOVE
TAKEAWAY & DELIVERY PACKAGING

Dear ##First_Name##

SERVING UP YOUR FOOD FOR TAKEAWAY & DELIVERY

At Detpak, we design, manufacture, and supply the foodservice industry with world-class paper and cardboard packaging products, delivered with the level of service and care you'd expect from a family-owned business like ours. We've been making brands shine since 1948.

As the global impacts of the coronavirus continue to unfold, we are focused on looking after our communities and staying safe. Many governments are requiring businesses to now operate via delivery or takeaway only.

As businesses look to make this move – we can help you get your food on the move.


For a limited time only,
Get to purchase a carton (1000pcs/ctn) of 12oz Classic Smooth Double Wall Hot Cup at \$50!*

Usual Price: \$132

By clicking this button, you consent to the communication of your contact data to the supplier so they can contact you with more information.


[Request for more information](#)

Detpak Coffee **Grocery & Produce** **Quality Restaurant**




Detpak Coffee

We all crave our coffee. Detpak has a great range of takeaway cups to choose from. Contact us and we can help you choose from single wall or double wall styles.



Grocery & Produce

Looking for grocery and product bags. We have you covered with Detpak's quality range of recyclable paper bags. Food grade, quality packaging.




Quality Restaurant

Lunch boxes and Pail-Paks are versatile and ensure your product arrives at its best. When presentation matters choose Detpak.




FOOD ON THE MOVE
TAKEAWAY & DELIVERY PACKAGING

Detpak




Burgers & DeliveryBags

For food on the move, choose quality food grade paper bags from Detpak. Available in a range of styles and sizes.



Quality Presentation

When quality presentation is a must – think Detpak. Ensure your dish reflects your brand when eaten at home.



Takeaway Endura Range

Detpak's Endura Range is ideal for takeaway and is all compostable and recyclable.

By clicking this button, you consent to the communication of your contact data to the supplier so they can contact you with more information.

[Request for more information](#)

About Saladplate

Saladplate is an online marketplace designed for Food & Hospitality professionals. Our unique O2O solution is backed by 24 trade shows in Asia, with over 40 years of excellence. We're committed to the digital transformation of the industry we love.

Don't forget to add Saladplate to your safe sender list.

Follow Us

Featured Content/Targeted Interview

Our experience in Food and Hospitality writing allows completion of high-quality feature content in competitive timeframe.

- Article written and sub-edit by Saladplate
- Featured Content: Provide 3-5 bullet points/key focuses
- OR Interview: by email and phone calls
- Includes one round of requested edits
- Includes Saladplate social media promotions
- Article published on Saladplate blog
- Lead time: 4-6 weeks

Listed Price: USD \$4,000+

Additional Service: Translation into Simplified Chinese at USD \$200



BLOG INDUSTRY NEWS

📅 March 2, 2020 👤 Yvette Po 💬 0 Comments

The Push For Premium: Why Fast-Casual Restaurants Are Heading To Asia



The fast-food industry is being challenged by fast-casual concepts as consumers across Asia and beyond embrace a push for premium.

Along with growing demand for healthier menu choices, the popularity of so-called gourmet burger chains is arguably the boldest trend in the fast-casual restaurant industry right now. And in some Southeast Asian markets, where their brands are not widely known, foreign operators are finding it easier to position themselves in the premium space.



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Get Weekly Updates for FREE



While it is new-generation brands that are driving growth in the market, the concept has its roots in the fast-food industry's pioneering icon, McDonald's. Founded in 1940, by 2018 its network had expanded to nearly 40,000 stores internationally. But in the early 2000s, in core markets where its presence was mature, the company began to find it hard to drive sales growth, in part due to the restrictions of its price-driven menu offer. Its response was to develop a range of premium menu items, including salads and higher-priced burger products for those customers who wanted a little more than the company's basic fare. A sub brand Signature was launched, offering products such as the Angus Cheeseburger, Angus BLT and Buttermilk Crispy Chicken.

Preparation for Feature Article

- [Bidfood Malaysia Sdn Bhd](#)
The Content can link it back to Saladplate company profile/product listing.
- Saladplate digital marketing team will contact client after contract is signed.
- Provide 3-5 bullet points/key focuses by client
- Discuss the content draft with the client
- Saladplate content team will do the write up
- Confirmation from the client before we publish
- Lead time: 4-6 weeks



Stanley Ng, Managing Director of Bidfood Malaysia, has been working in the food-and-hospitality industry for 32 years. Bidfood Malaysia is a leading specialty-food importer and distributor, sourcing products worldwide.



Bidfood Malaysia MD Stanley Ng (right) with Angliss Asia CEO Johnny Kang

The COVID-19 pandemic has thrown significant uncertainty into the foodservice market with government-imposed lockdowns decimating travel across Asia and restaurants forced to suspend in-restaurant dining, switching to delivery and pick-up sales only.

The coronavirus pandemic has definitely had a huge impact on our business," says Stanley. "Sales volumes have dropped tremendously and we cannot know whether our customers will recover even after the Malaysian Movement Control Order (lockdown) is lifted."

[Visit Bidfood Malaysia Sdn Bhd on Saladplate](#)

Meanwhile, a major challenge for the business is shifting stock at a time when most of its customer businesses have either suspended operations or are only providing takeaway services. "Moreover, under the MCO, our products are not considered 'essential ingredients'."

Once the coronavirus pandemic passes and life returns to normal, Stanley is looking forward to expanding Bidfood Malaysia's range, with dairy products an early focus.

"We do not have a strong range of dairy currently and yes, we'd like to add them to our portfolio," he says.

Stanley believes the best way for suppliers to manage their relationships with hotel and restaurant operators is to maintain high efficiency in the supply of services and quality products.



About Bidfood Malaysia Sdn Bhd



Mission of the Company

Deliver service excellence, helping our customers to grow and keeping up with the new trends.





Webinar

Position your brand as an industry expert and connect with prospects actively looking for education on key topics. Webinars are a cost-effective way to engage content that generates a large number of leads and allows you to connect directly with prospects.

Two formats:

1. Webinar – focus on knowledge sharing and trend presentation/panel discussion
2. Live streaming – focus on product demo and details description on the products features

Listed Price: USD \$5,000+

- Pricing depends on demographic and set up
- Lead time: 4-6+ weeks

Preparation for Webinars

Content Discovery and Target Audience(1 -2 week)

- Saladplate team will work with you to confirm the webinar topic and details, (e.g. speakers, host, format, target audience and marketing collaborations)

Guest Invitation (2-3weeks)

- Invitation will be sent from Saladplate per agreed demographics, the edm invitation and form will be handled by Saladplate
- Saladplate will invite your target audience and follow up by phone call if necessary

Webinar Go Live

- Technical support by Saladplate on the set-up

Reporting & Review (within a week after webinar)

- Saladplate will provide a campaign report and detailed lead information generated by this campaign.

Google Advertising/ Retargeting Advertising

Saladplate is one of **Google's Partners**. We have a team of dedicated marketing specialists to organise your Google advertising allocation and help **save your advertising cost** to achieve better performance.



- Google SEM targeting **B2B buyers** from Saladplate database
- Exclusive target audience from Saladplate database – **remarketing** can reach the exclusive audience where the company/ marketing agency cannot reach via their own Google ad. Campaign

Listed Price: USD \$5,000 min. per year
(subject to 15% handling fee)

FOR REFERENCE ONLY

Saladplate | Food & Hospitality Marketplace
[Ad] www.saladplate.com
Saladplate is a B2B online marketplace brought to you by Informa Markets & FHA. Contact us now for dedicated B2B marketing services.

| | |
|---|--|
| Our Partner: Company B Promotion Message 1 CTA Message 2 | Our Partner: Company XXXX Promotion Message 1 CTA Message 2 |
|---|--|

Social Media Posting



Saladplate social medias provide multiple points of connection, linking your brand to professional industry buyers outside of traditional communication channels. Your business building messages will generate interest, drive traffic and build brand awareness.

- Post feeds with hashtags and imagines (max.10)
- Post feeds with hashtags and video (30 sec.)
- Links within the posts are directed to your Saladplate store page
- Translation Service available (Chinese to English)

Listed Price: USD \$1,000 (either imagine or video posting); Translation Fee USD \$200

Social Media Posting



Saladplate values Chinese-speaking markets, hence providing Line and WeChat as the content center for the China and South East Asia Markets, taking care of each client's habit and need.

Line:

- Broadcasting

Listed Price: USD \$1,000; Translation Fee USD \$200

WeChat (Chinese only):

- Featured article with images (max. 5)
- Featured article with images (max. 5) & video

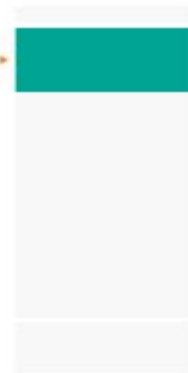
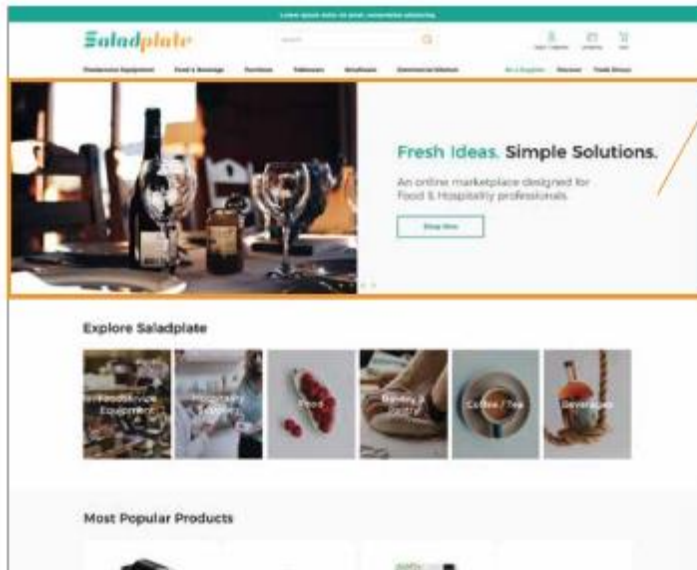
Listed Price: USD \$3,000

Links within the posts are directed to your Saladplate Company page

Advertising within Saladplate.com

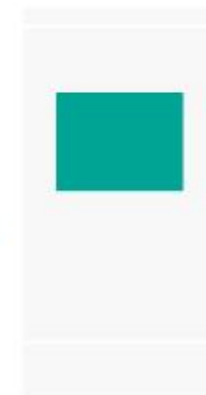
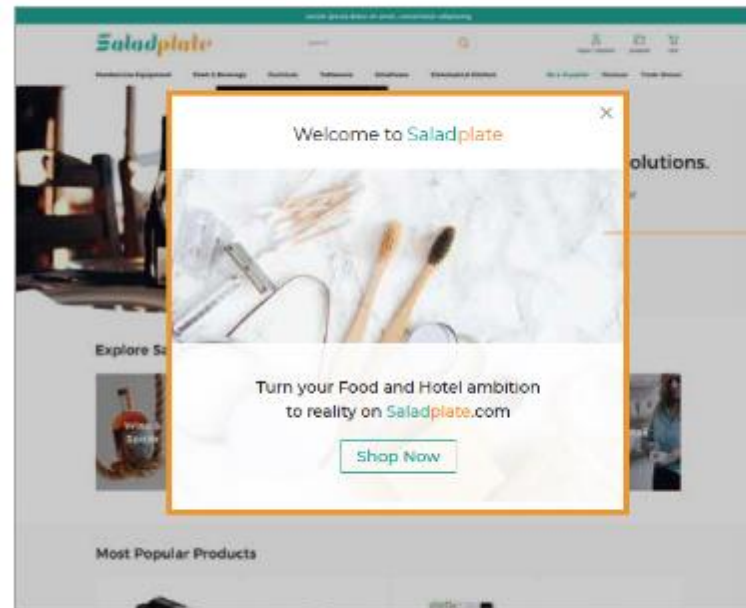
Advertise your Brand – Home Page

H Top Banner



Top Banner:
Running through at the top of the home page
Size: 360px X 600px
Price: \$1,600 - \$2,000 USD
Quantity: 5 to 6 in the same period of time (Bi-weekly)

H Welcome Adv/ Interstitial (Pop-up Adv)

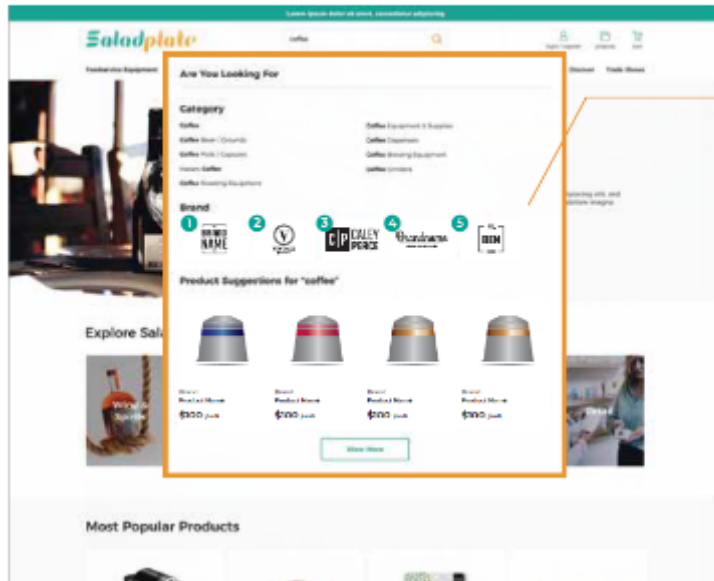


Pop-up Adv:
Pop up adv before the home page. It will have around 8-15 seconds
Size: 360px X 600px
Price: \$2,500 USD
Quantity: Exclusive (Bi-weekly)

Advertising within Saladplate.com

- **Advertise your Brand – Priority Listing**

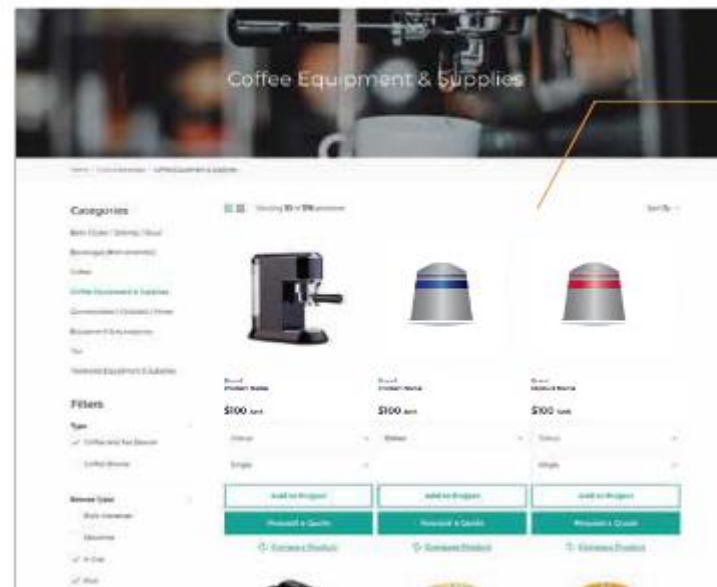
H Header - Product / Brand Listing On Search Suggestions



Brand Logo:
Size: 400px X 250px
Price: List on Top 1 - 5 brand search: \$900 USD/ Product

Product Image:
Size: 640px X 640px
Price: List on Top 1 - 5 product search: \$900 USD/ Product

I Top Search Result Listing

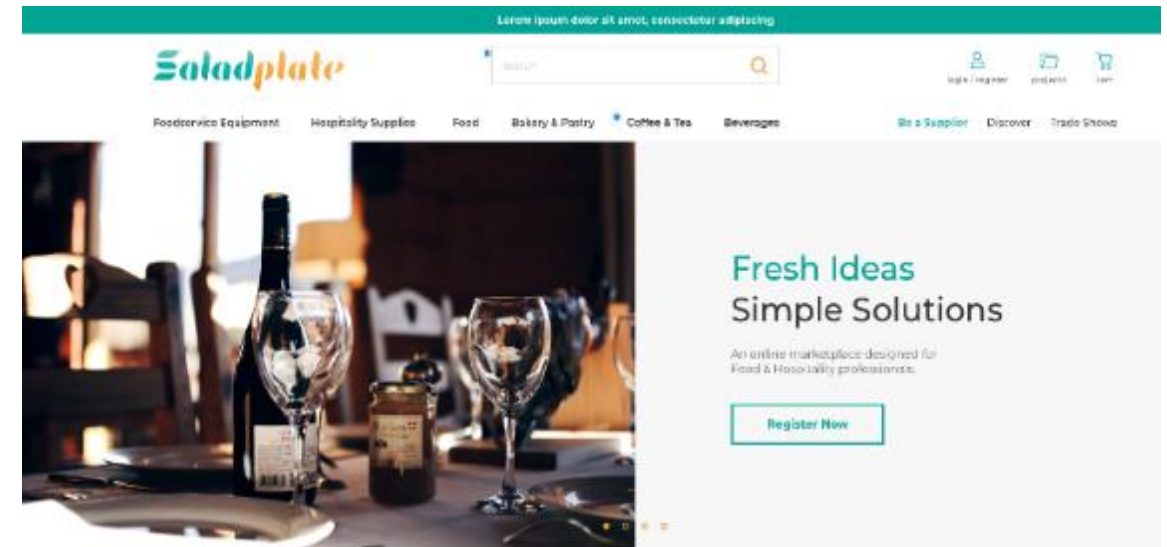


Product Image:
List on Top 1 - 3 product search
Size: 640px X 640px
Price: \$1,300 USD
Quantity: 10 items

Saladplate Annual Membership

Enjoy one-year subscription to Saladplate Membership plans.

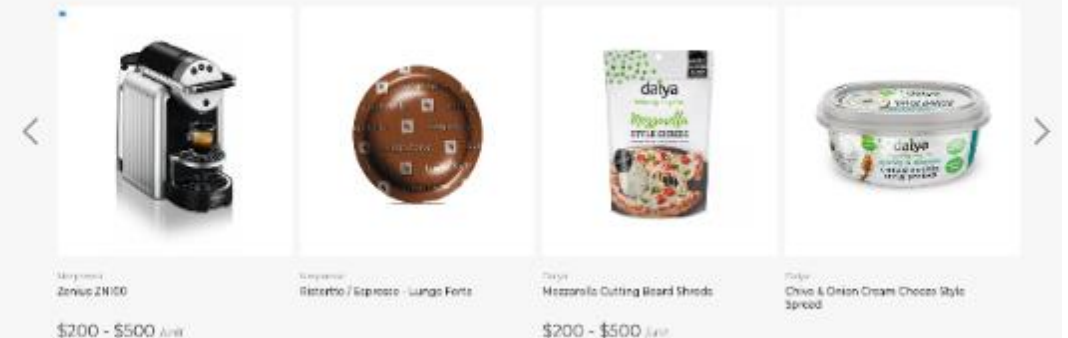
- Sales lead generation
- Easy quote management
- Unlimited product upload
- Create digital proposals
- Create professional digital sales catalogues
- Access to online store reports



Explore Saladplate



Most Popular Products



Basic Membership deals

| Membership | Lite | Standard | Premium | Elite/ Pro |
|------------------------------|--|--|--|----------------------------|
| Price | Exhibitors: \$1,599 USD / year Non-exhibitors: \$2,399 USD / year | Exhibitors: \$2,899 USD / year Non-exhibitors: \$4,299 USD / year | Exhibitors: \$3,899 USD / year Non-exhibitors: \$5,799 USD / year | Contact Us |
| Digital proposals management | Limited to 360 Proposals / Year | Limited to 720 Proposals / Year | Limited to 1,300 Proposals / Year | Unlimited Proposals |
| Quote management | ✓ | ✓ | ✓ | ✓ |
| Staff accounts | 1-3 Logins | 4-6 Logins | 7-10 Logins | Custom users |

Saladplate

Thank You

Visit saladplate.com and find us to know more!

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