

Restaurantware
SUSTAINABLE SOLUTIONS

Baldor

Selling Restaurantware

2026

Agenda

What We'll Cover

- Restaurantware Overview
- Selling Restaurantware
- Sales Tools And Resources
- Next Steps





Restaurantware SUSTAINABLE SOLUTIONS + Baldor

Why should you care?



Business Growth And Commissions

- Two ways to grow your business. Restaurantware helps with both.
- Additive to your business, not a replacement for something else.
- High average order size and leading margins.
- Long-term customer retention.



Delight Customers

- Help your customer win on margin and guest experience.
- Reinforce outstanding service.
- Always bring them something new.



Build Your Reputation

- Be the rep known for best advice, leading products and service.
- Bring definable value with Lookbooks, samples, seasonal options and custom order guides.
- Add sustainability expertise to the conversation.
- Open the door to customization.

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Partnership Overview

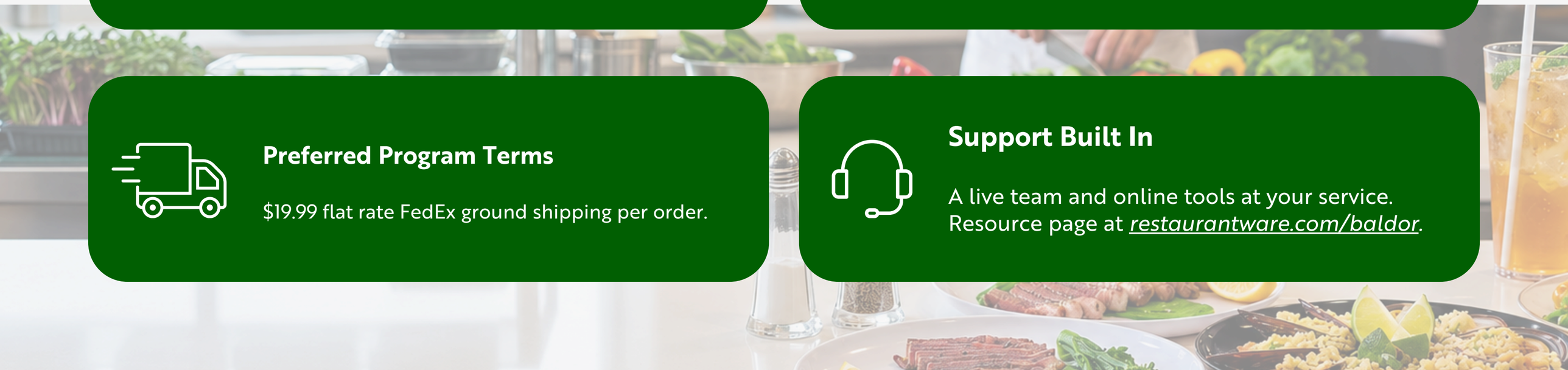
Where We Are Today.

Live On BaldorFood.com

Under **"Supplies"** find more than 6,000 Restaurantware products growing toward the full catalog over time.

Your Partner for "Better" Supplies

Customers choose Baldor for quality & service. Restaurantware is the perfect fit.



Preferred Program Terms

$19.99 flat rate FedEx ground shipping per order.

Support Built In

A live team and online tools at your service. Resource page at *restaurantware.com/baldor*.



Restaurantware Overview

Who you are selling when you sell us.

- A **16-year-old INC. 500 company** built on a foundation of product development, concierge-level service, fast shipping, and partner support.
- **19,000+ products**, with 100-200 added every month.
- Products that **enhance the presentation and perceived value** of every dish, meal and drink served.
- We help chefs and operators move **beyond the ordinary.**
- Deep inventory and **same-day shipping** - generally 2-3 business days to your service area.
- A **deep team** and **valuable tools** that support your success.

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Great products are the promise made.
Great service is the promise kept.



Same-Day Shipping

Orders in by 4pm ET ship same-day from Chicago.



Deep Inventory

98% in-stock fulfillment rate.



Responsive Service

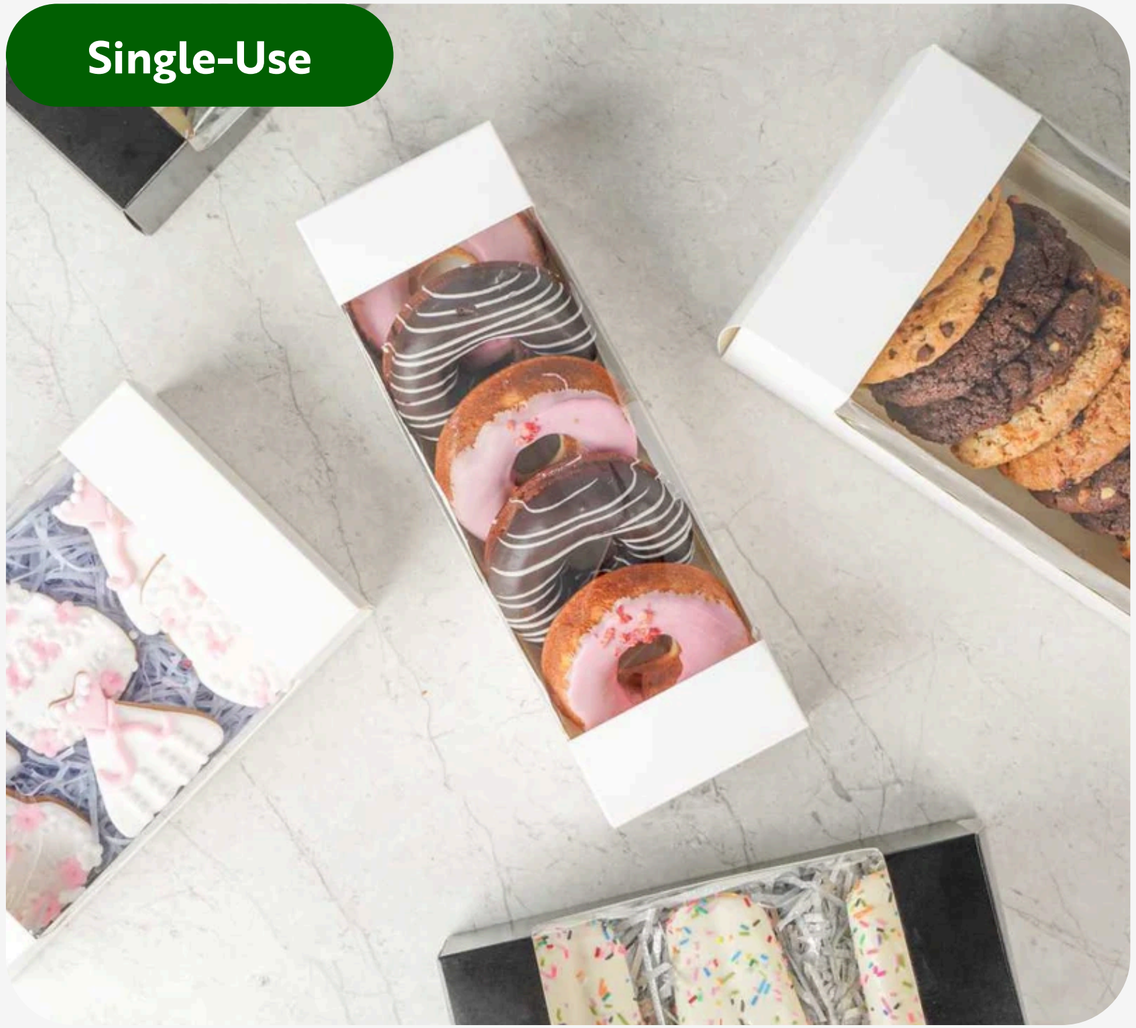
A team that answers, and answers quickly.



19,000+ Products.

100-200 new per month.

Product Categories











Single-Use

Cutlery



Take Out



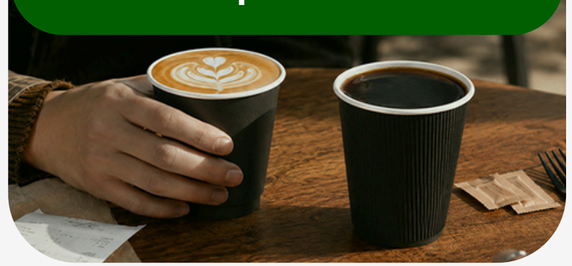
Bakery



Napkins & Placemats



Coffee Cups &Accessories



Drinkware



Containers



Minis



Picks & Skewers



Delivery / Grab & Go

Sustainable Containers



Microwavable Containers



Wraps & Sandwiches



Ice Cream



Bags



Sushi



Paper Containers



Bottles



Burger Boxes



Soup



Bakery / Coffee

Bakery Boxes



Cupcake and Cake Boxes



Baking Cups



Coffee Cups



Cup Lids and Sleeves



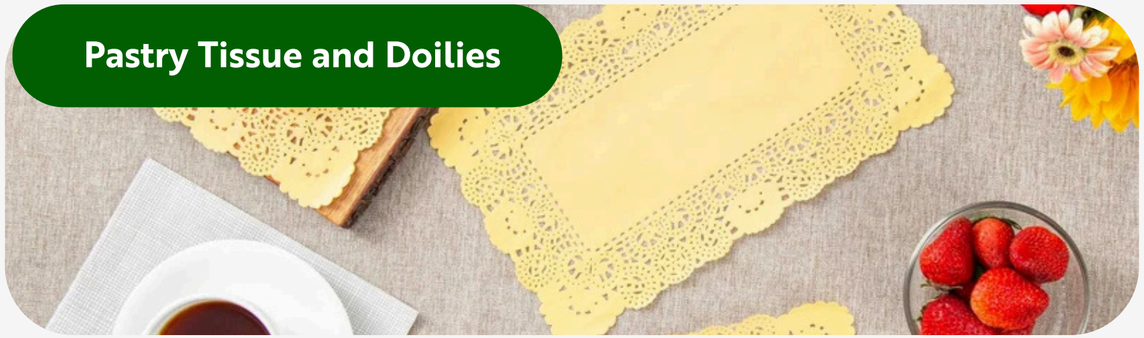
Beverage Carriers



Tin Tie and Window Bags



Pastry Tissue and Doilies



Cake Boards and Bases



Smallwares

Food Storage & Display



Serving Supplies



Chafing Dishes & Accessories



Beverage Service Supplies



Kitchen Hand Tools



Serveware

Servingware



Table Decor & Displays



Condiment Holders & Dispensers



Dinnerware



Linens & Table Covers



Equipment

Storage & Workstations



Food Preparation Equipment



Beverage Equipment



Cooking Equipment



Janitorial & Supplies

Janitorial



Cleaning Tools



Gloves



Floor Mats



Safety Supplies





Selling Restaurantware

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Focused Areas of Support

Products that elevate every dish, meal and drink served.



Hotels and Resorts

Room service, banquets and in-room dining that has to look as good as it tastes.



Caterers

Cohesive, scalable presentation for events of any size.



Golf and Country Clubs

Elevated serviceware for member dining, halfway houses and tournament days.



Restaurants and More

Presentation-forward tabletop and takeout for operators who care how it lands.

R

Restaurantware® SUSTAINABLE SOLUTIONS + Baldor

Presentation Matters. Perhaps now more than ever.



People eat with their eyes first.



Restaurantware enhances the presentation and perceived value of each dish, meal and drink served.



Smart operators choose Restaurantware not to spend more money, but rather, to make more money.





Not ordinary. Extraordinary.





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Selling Restaurantware. An overview.

Identify customers and prospects

- Target better operators who are looking for better products.
- Hotels, casinos, caterers, country clubs, wineries, restaurants and event venues.

Propose Restaurantware

- Lead with positioning, not the catalog.
- Use samples and Lookbooks.
- Show how we help operators win.

Follow up

- Emails, new product sharing, Lookbooks, samples, seasonal ideas.
- Never just check in. Bring something.



Presenting Restaurantware

Share the value proposition

- Tell operators how you can help them succeed.

Ask great questions

- Listen even better.

Use photos, samples and Lookbooks

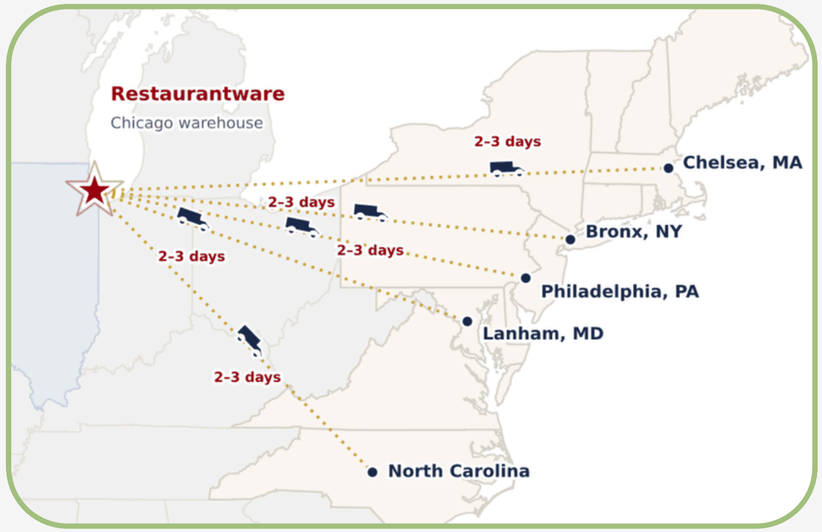
- Magazine-quality images and do the work your words cannot.

Close for the next step

- Samples, Lookbooks, customization.
- Packaging recommendations for a new menu or service format.

Delivery Schedule & FAQ's

How product gets from our Chicago warehouse to a Baldor customer — and what to do when something goes wrong.



Fedex Ground · From Chicago

2–3

BUSINESS DAYS

Projected FedEx Ground transit from Chicago to all five Baldor locations.

$19.99 flat rate

FedEx Ground to every Baldor customer, any order size.

Same-day shipping

Orders placed by 4 pm ET ship the same day.

Business days only

Transit time excludes weekends and holidays.

FAQs:

Returns

- 20% restocking fee; the customer pays return freight to Chicago.
- Suggest they sample first — our return rate is 0.2%.

Damages, shortages or wrong items

- Tell the Restaurantware team immediately, with photos where possible.
- Email service@restaurantware.com so the team can best support the situation.

Cancel or modify an order

- Orders are processed immediately on receipt — contact Customer Success right away to see if it can be changed.
- Once the product is on the delivery truck, we cannot cancel or change the order.

Sales Tools

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A Deep Support Team

- **Dedicated customer support** and product specialists, available to you and to your customer.
- **Regional Sales Managers** who will join your calls and ride along on your accounts.
- Fast, **same-day** order processing.
- **98%** in-stock fulfillment rate.
- Samples sent **direct to your customer**, usually free.

Reliable, responsive, and built around how you sell.

Team Support

Customer Success Team

Concierge-level service



- Product questions & recommendations
- Stock checks, lead times, and replenishment
- General questions and support

800-851-9273 · service@restaurantware.com

Customization

Branded products that stand out



- Logo printing on cups, packaging, and serviceware
- Custom sizes, colors, and materials
- Stateside and factory support

custom@restaurantware.com

Marketing & Strategic Partnership

Programs built together



- Strategic support for programs and initiatives
- Custom tools development
- Lookbooks, preferred product guides and more

josh@restaurantware.com

Sustainability

Materials and claims that hold up



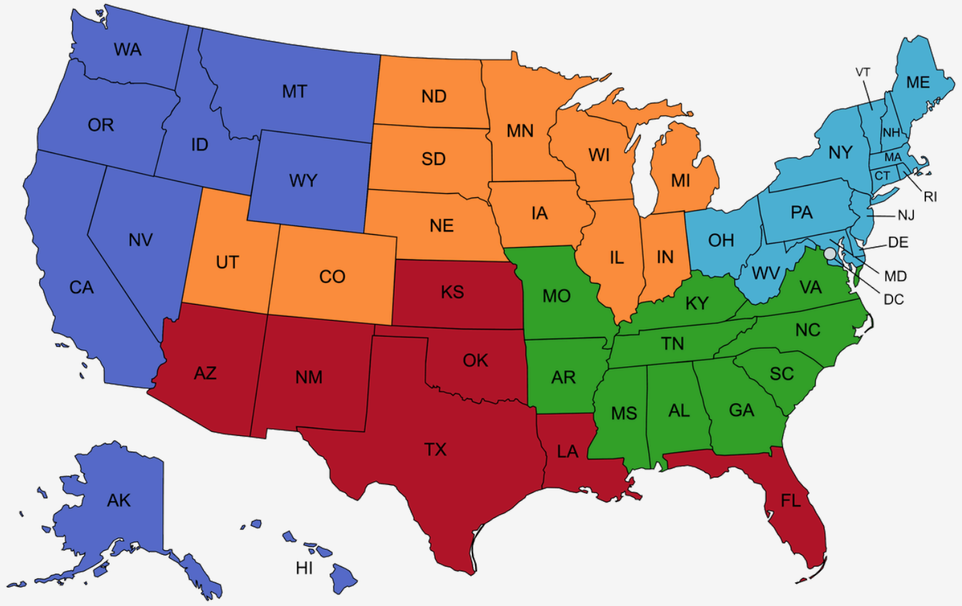
- Compostable, recyclable, and better options
- Certifications and documentation for RFPs
- Expertise and recommendations to support your needs

michael@restaurantware.com

Each region is supported by a talented and focused team.

Restaurantware® SUSTAINABLE SOLUTIONS + Baldor

Regional Sales Managers



- West
- Midwest & Mountain
- South Central & Florida
- Southeast
- Northeast & Mid-Atlantic



VP Sales

Jay Bria

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Johnny Mota
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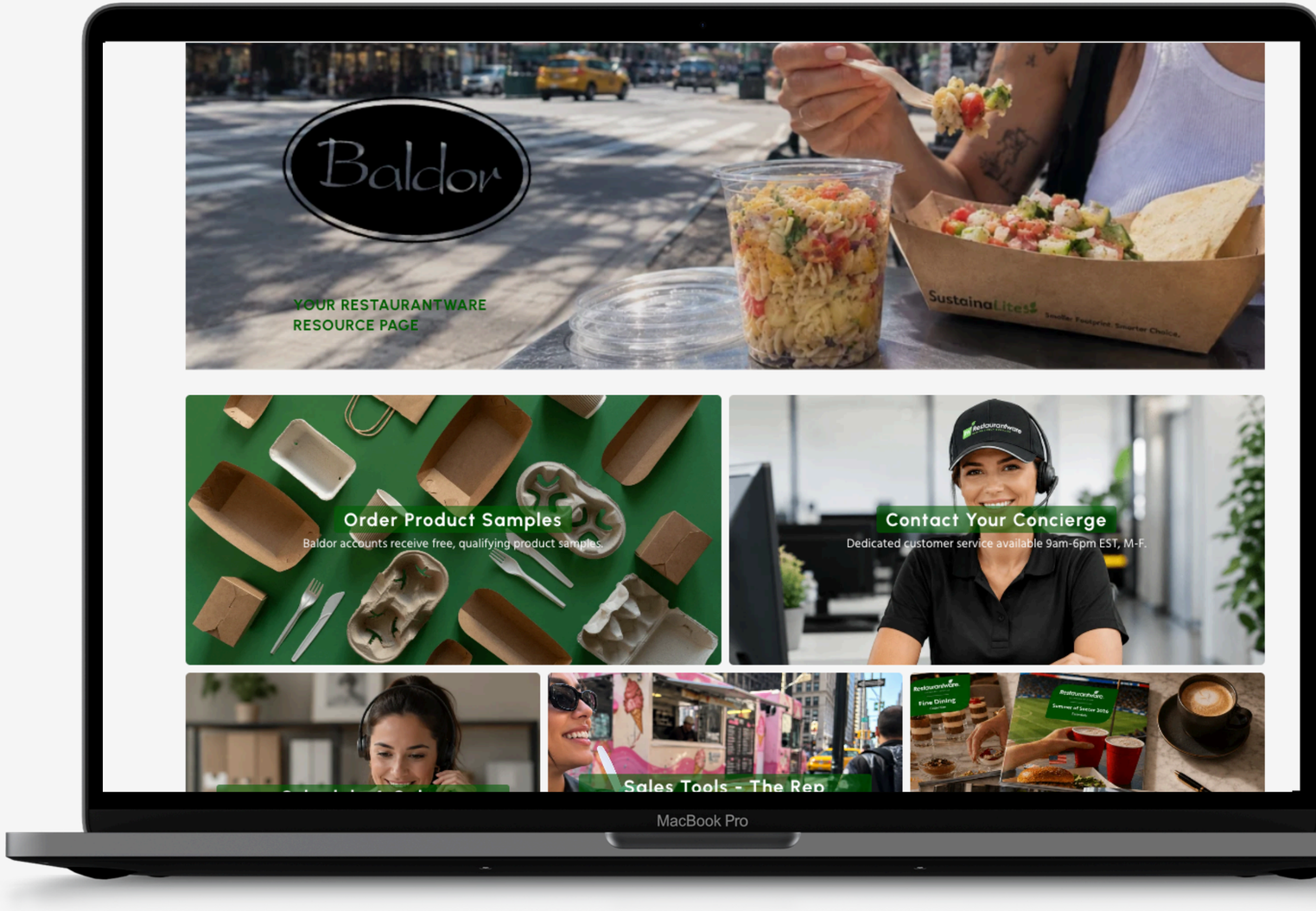
Jon Grosskopf
Northeast & Mid-Atlantic
332-222-5494
jon@restaurantware.com

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The Restaurantware Resource Page

A customized partnership information portal.
Updated frequently.

restaurantware.com/baldor



The Restaurantware Resource Page

restaurantware.com/baldor

New Team Member Orientation

A guide to help new team members learn about our program & tools.

Product Samples

A quick form expedites your requests.

Sales Tools. The Rep Playbook. Weekly.

Leverage our tools to drive foundational, long-term success.

Lookbooks

Curated guides to sections of our catalog.

Contact Your Concierge

Dedicated support for product suggestions, inventory, shipping & more

New Products

Keep up-to-date on the 100–200 new products launched each month.

Recommend a New Product

Need something you can't find? Tell us.

Social Media

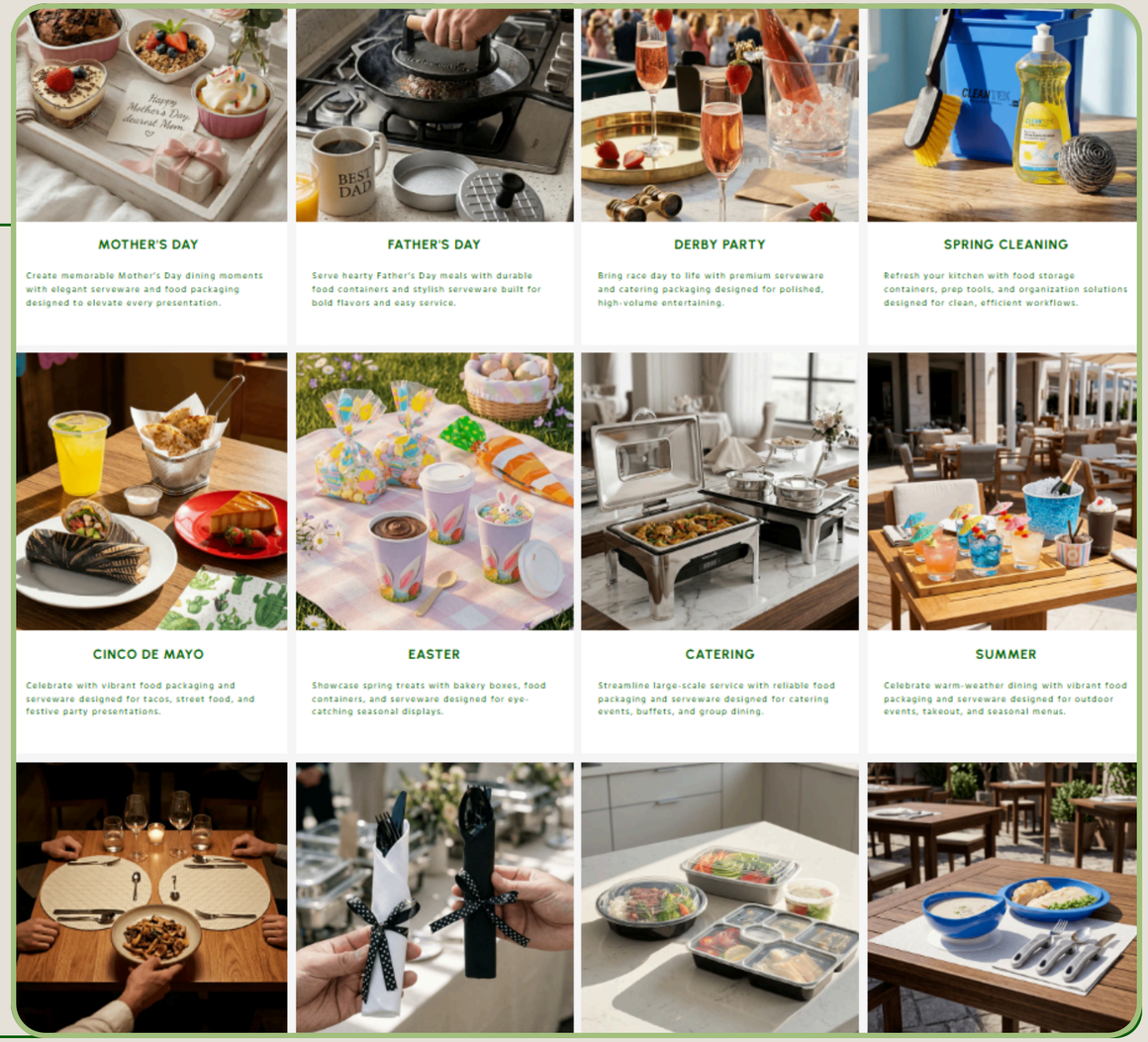
Stay connected and be inspired daily.

Lookbooks

Curated guides built to explore our deep catalog

- Sort by business type, event, holiday, and more
- Updates frequently with new products and segments
- Highlights new and best-sellers in each category
- Built to inspire, guide, and allow for operators to get creative without the need for endless scrolling

Explore our lookbooks here



Restaurantware®
SUSTAINABLE SOLUTIONS

Customization

Help your customers set themselves apart.

- Custom printing and branding on cups, packaging, and service ware
- Bespoke sizes, formats, and finishes for your program
- Premium and sustainability-forward material options
- Signature presentation pieces for marquee moments



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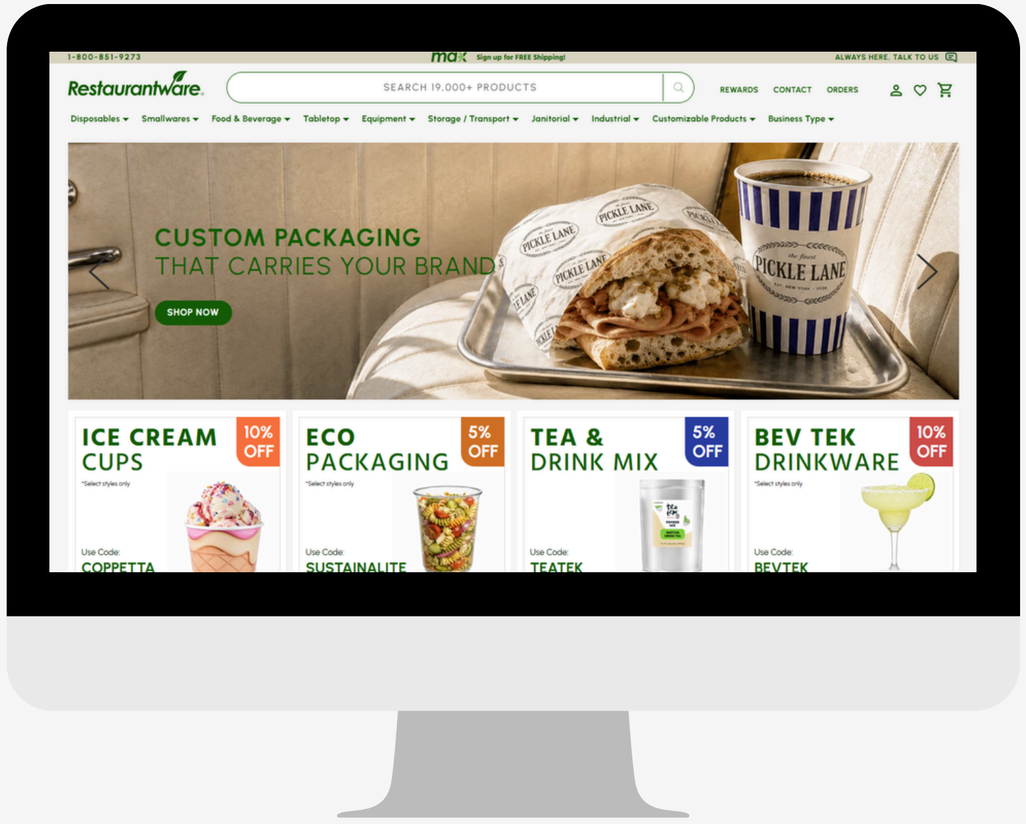
Restaurantware Website

Your fastest route to product information.

Product discovery
Search 19,000+ products and find the right one quickly.

Shareable links
Send a customer straight to the product page, with specs, sizes and colors already on it.

Ready-to-use images
Copy, paste and send product photography without waiting on anyone.



www.restaurantware.com

Samples

Free samples for Baldor customers.

Request through the form on the Resource Page, or email service@restaurantware.com.

Excludes 1/1 items.

Your single highest probability activity for converting customers and orders.

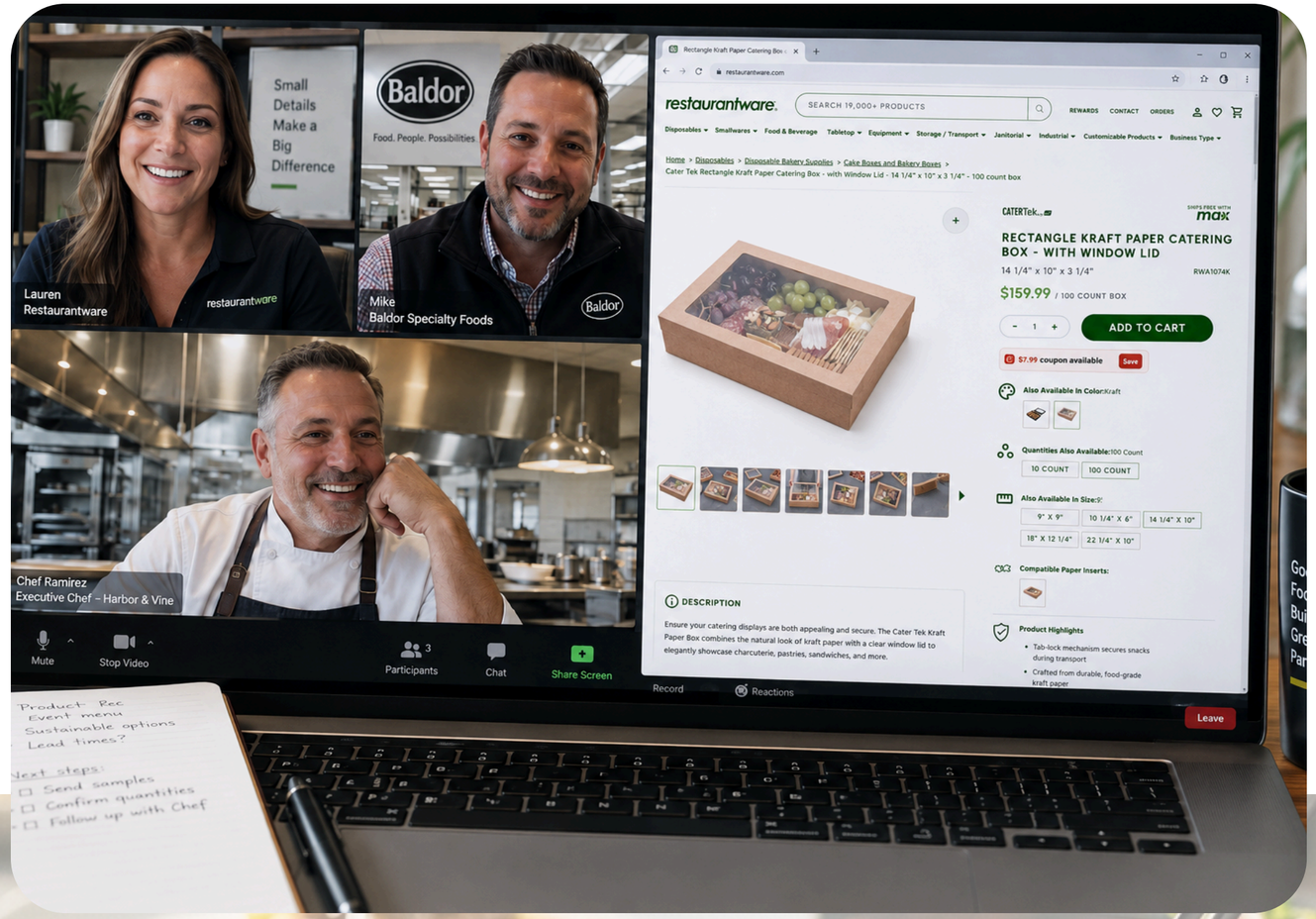








Restaurantware® SUSTAINABLE SOLUTIONS + Baldor



Video Product Recommendation Calls

Let us help you and your customer find the right Restaurantware products to consider.

- Let our team be your expert advisor
- Samples sent out promptly



Restaurantware Ride-Alongs

Personal field support for your best opportunities.

We plan the day with you before it starts to make it the most productive.

Curated samples arrive ahead of the visit.

Lunch with you and a leading customer.

Recap

What happens next.

Target & Position Restaurantware

Target your best opportunities with operators who are looking for better solutions.

Samples, RSM & Team Support

Utilize RW's deep team and vast resources to support your success. restaurantware.com/baldor

Leverage Lookbooks & Sales Tools

Follow up with new products, lookbooks, and recommendation support to build long-term clients.



LET'S GET CONNECTED

We look forward to working with you.

We strive to build successful partnerships by delivering value far beyond the right products and service.

Josh Parker
VP, Strategic Alliances
josh@restaurantware.com
917-541-2297

restaurantware.com/baldor