Welcome
History

• Founded in 1940 by Piet Vroegop
• Started as a wholesale vegetable company fresh local produce
• Acquisition of “Windig” in 1996 import exotic fresh produce
• Opening distribution Centre Rotterdam are in 2006
• Opening cutting and processing facility 2011
History
Company portfolio

De KWEKER
VOOR PROFESSIONALS IN FOOD

Banafood services

Vroegop-Windig vers!
Mission
Vroegop-Windig facilitates the supply for fresh, healthy food by foodservice and retail companies to customers, with respect for man, society and the environment.

Core Values
- Reliable
- Independent
- Innovative
- Healthy
### Characteristics Dutch Institutional market

<table>
<thead>
<tr>
<th>2010/2011</th>
<th>HOSPITALS</th>
<th>PSYCHIATRIC HOSPITAL</th>
<th>ELDERLY CARE</th>
<th>MENTALLY HANDICAPPED CARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foodcost Breakfast</td>
<td>€ 1,92</td>
<td>€ 1,33</td>
<td>€ 1,40</td>
<td>€ 1,49</td>
</tr>
<tr>
<td>Foodcost 2nd (bread) lunch</td>
<td>€ 2,03</td>
<td>€ 1,57</td>
<td>€ 1,46</td>
<td>€ 1,50</td>
</tr>
<tr>
<td>Foodcost Hot meal (3 course menu)</td>
<td>€ 4,39</td>
<td>€ 4,86</td>
<td>€ 4,11</td>
<td>€ 2,96</td>
</tr>
</tbody>
</table>

### Number of outlets
Characteristics Dutch foodservice market

Foodservice market Nederland 2011 / 2012

- Horeca
  - Logies: 13%
    - Omzet: €1.452 mln
    - Aantal outlets: 6.887
  - Restaurants: 33%
    - Omzet: €4.238 mln
    - Aantal outlets: 12.643
  - Drankenverstrekkers: 21%
    - Omzet: €2.689 mln
    - Aantal outlets: 24.773
  - Fastservice: 20%
    - Omzet: €2.550 mln
    - Aantal outlets: 10.237

- Catering
  - Bedrijven: 50%
    - Omzet: €1.673 mln
    - Aantal outlets: 24.773
  - Instellingen/zorg: 38%
    - Omzet: €1.281 mln
    - Aantal outlets: 24.773

- Petrol
  - Onderwijs: 7%
    - Omzet: €189 mln
    - Aantal outlets: 24.773
TREND CLOUD

ANTIOXIDANTEN

OPMARS MINIGROENTEN

KINDEREN: KNIPFRUIT, FRUITLIES, SCHOOLGROOTEN

ENERGIZING

OER-HOLLANDS

NATIONALE FRUIT-PLUKWEEK

VLOHAAAR FRUIT, JUICES, SMOOTHIES

SEIZOENSGROENTEN

GROW LOCAL, BUY LOCAL

CHEFS VERBOUWEN EIGEN GROOTTE

VAN BULK NAAR BIJZONDER

GEMBER, KORIANDER & MINT

SELF VERBOUTEN OP DAKTERRAS EN BALKON

JUICEBARS

MEER SMAAK

TASTY TOMMIES

FARMERSMARKETS

VOEGROENTEN

DUTCH SPECIALS

POWER TO THE PIEPER

NATUURLIJK

FAST FRESH IS HET NIEUWE FASTSERVICE

2 ONS GROOTEN X 2 KEER FRUIT

NIEUWE NEDERLANDSE GROENTEKEUKEN VAN ALBERT KOOP

DEPORTIEERD FRUIT 'ON THE GO'

MOESTUIN & KRUIDENTUIN
Challenges business BIO unit

- Integration regular and bio assortment
  ( > 200 regular and 130 bio suppliers)
- Seasonality in assortment
- Product range BIO (320 vegetables, 65 fruits, 1 pre-cut vegetables)
- Product range regular assortment > 1.500 SKU
- Utilization rate distribution and utilization collection
- Loss or missed sales (demand- and forecast), different/alternative
- Delivery reliability
- Too late purchase orders, missed picks
- Drop volume, pick volume
Challenges business BIO unit

Average loading capacity NL
Integration reduces complexity

The outlet places 1 order and receives 1 distributor delivery and processes 1 payment.
Integration reduces complexity

Current situation
- A lot of traffic movements
- A lot of time for the purchasing process
- Several deliveries per day
- On a regular base out of stock and mistakes
- High logistic costs
- High purchasing costs
- An average overall quality
Integration reduces complexity

Smart Chain Concept™
- Combined purchasing and distribution
- Flexibility in delivery window
- Flexibility in supplier selection
- A lower integral cost
- Guaranteed constant product quality
Old or new logistic innovations?
Food for care!
Food for care!
Thanks for your attention