

STRATEGIC ACCOUNT CLASSIFICATION GUIDE

Strategic Account - Account purchasing with significant volumes. 4+ personal sales contacts/year.

B Account - Account purchasing medium volumes. 2-4 personal sales contacts/year.

C Account - Account purchasing smaller volumes. Few personal sales contacts.

MARKET SEGMENT	STRATEGIC ACCOUNT	B ACCOUNTS	C ACCOUNTS
LODGING / ENTERTAINMENT			
HOTELS	>than 300 rooms	200-299 rooms	<199 rooms
CASINO'S	>\$2M purchases	\$1-2M purchases	<\$1M purchases
RESORTS	>\$2M purchases	\$1-2M purchases	<\$1M purchases
THEME PARKS	>\$2M purchases	\$1-2M purchases	<\$1M purchases
COMMERCIAL RESTAURANT ACCOUNTS			
FULL SERVICE RESTAURANTS	>\$1M purchases	\$750K - \$999K purchases	<\$750K purchases
FAST SERVICE RESTAURANTS	>\$1M purchases	\$750K - \$999K purchases	<\$750K purchases
ETHNIC RESTAURANTS	>\$1M purchases	\$750K - \$999K purchases	<\$750K purchases
NON COMMERCIAL ACCOUNTS			
SODEXHO	> \$1M purchases	\$750K - \$999K purchases	<\$750K purchases
ARAMARK	> \$1M purchases	\$750K - \$999K purchases	<\$750K purchases
FOOD-BUY	> \$1M purchases	\$750K - \$999K purchases	<\$750K purchases

HEALTHCARE

HOSPITAL	>500 beds	200 - 499 beds	<199 beds
NURSING HOME	>500 beds	200 - 499 beds	<199 beds
ASSISTED LIVING	>500 beds	200 - 499 beds	<199 beds

SCHOOLS

K-12	>20,000 meals /day	5k - 19,999 meals/day	<4999 meals/day
COLLEGE/ UNIVERSITY	>20,000 meals /day	5k - 19,999 meals/day	<4999 meals/day
PRIVATE SCHOOL	>20,000 meals /day	5k - 19,999 meals/day	<4999 meals/day

MULTI UNIT - CHAIN

FULL SERVICE	>\$1M purchases	\$750K - \$999K purchases	<\$750K purchases
FAST SERVICE	>\$1M purchases	\$750K - \$999K purchases	<\$750K purchases
ETHNIC	>\$1M purchases	\$750K - \$999K purchases	<\$750K purchases
THEME	>\$1M purchases	\$750K - \$999K purchases	<\$750K purchases

GOVERNMENT

FULL SERVICE	By location		
FAST SERVICE	By location		
ETHNIC	>500 beds	200 - 499 beds	<199 beds
THEME	>1000 inmates	500 - 999 inmates	<100 inmates
THEME	>\$1M purchases	\$750K - \$999K purchases	<\$750K purchases