



# FOODSERVICE 101

POWERED BY MAFSI

**MAFSI's six-course Foodservice 101 curriculum will cover the basics of the foodservice industry and will include:**

## **Program Overview**

### **Chapter 1: This is Foodservice**

- This opening course will explain the foodservice industry across the US and Canada, as well as our side of the industry's portion and impact. The course will also define the products categories and sub-categories, and how they fit into the landscape of the industry.

### **Chapter 2: Operator Alley**

- In this chapter, we look at the size and scope of the 24 operator segments.

### **Chapter 3: Foodservice Town: Meet the Channel Partners**

- In the third chapter, students will meet the 5 channel partners--manufacturer, rep, dealer, consultant and service company and their roles and responsibilities in the channel.

### **Chapter 4: Foodservice Math**

- In our fourth chapter, we'll define the purchase process starting from list price through quote, P.O., acknowledgement, invoice, and more. We look at which channel partner is responsible for each part of the transaction, why they're responsible for it, and how to calculate common foodservice transactions.

### **Chapter 5: Running A Restaurant**

- Assuming the role of a busy operator, the student gains first-hand knowledge of running a restaurant, and will learn about repair, replacement, replenishment, rollout, renovation and new construction.

### **Chapter 6: The Culture and Customs of Foodservice Town**

- In our final chapter, we'll discuss what channel partners expect from one another.

**Foodservice 101 will be available on May 1, 2019**



## COMPANY INFORMATION

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Contact Person \_\_\_\_\_ Company Contact Phone and Email \_\_\_\_\_

## REGISTRATION: **\$599** per Channel Partner student (includes all six courses)

\_\_\_\_\_ **\$599**  
First Name Last Name E-mail

\_\_\_\_\_ **\$599**  
First Name Last Name E-mail

\_\_\_\_\_ **\$599**  
First Name Last Name E-mail

\_\_\_\_\_ **\$599**  
First Name Last Name E-mail

\_\_\_\_\_ **\$599**  
First Name Last Name E-mail

**TOTAL DUE:** \_\_\_\_\_

## PAYMENT INFORMATION

MasterCard     Visa     American Express     Check

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

## SEND FORM TO:

**Email:** [info@mafsi.org](mailto:info@mafsi.org)

**Fax:** 888-254-0033

### By Mail:

MAFSI  
1199 Euclid Avenue  
Atlanta, GA 30307

### Questions?

Call 404-214-9474

[info@mafsi.org](mailto:info@mafsi.org)