

# AFD - "The Multi Outlet Supply Solution"

"What are the most important concerns in your business today? Service? Value for Money? Food Safety or measuring your company's performance in the marketplace through 'Accurate Reports'"



Australian Foodservice Distribution (AFD) is the 'National and Key Account' division of NAFDA. We specialise in providing multi outlet customers with their national foodservice requirements, in both metro and rural locations through a single point of contact for your organisation.

"We support and add value to multi outlet and chain account customers. AFD has segment-specific expertise, technology and resources required to maintain service level, and enhance your business through competitive national pricing, quality products and value-added services".

AFD manages national accounts centrally, which ensures contract and pricing integrity nationwide. A single customer contact is responsible for the national execution of all our basic and value added services. This centralised control makes menu changes and other organisation-wide initiatives seamless and problem free.

The AFD reporting system back to our customers is another key strength that has differentiated our organisation in the marketplace. AFD can produce both summarised and itemised sales by site, tracking product sales by their unique GTIN numbering system. This is issued on a monthly basis, and is essential in determining the following:

- Site and overall company performance.
- Support and uptake by site on promotional lines.
- Purchasing patterns and measurable growth by product.
- Compliance to the purchasing arrangement and cost management.

In addition to the range of dry store lines, refrigerated goods and frozen products we supply, AFD serves our customers with non-food items such as packaging and chemicals. Currently AFD is developing a supply program for fruit, vegetables and fresh meat.. All products supplied by AFD are subject to Hazard Analysis & Critical Control Points (HACCP) procedures, and all AFD distributors must be fully HACCP accredited with a working and audited food safety program as standard practice. This applies to each distribution point and all delivery vehicles ensuring you of food safety and the elimination of risk to your company and your brands.

As your partner in foodservice, AFD will structure regular business reviews, establish common goals and develop strategies for attaining your planned objectives.

"AFD is committed to being the single source of product for your operation - which saves you time, labour and money. Whether it's food, supplies or customised materials, AFD is ready to supply your organisation with the total range of products you need to succeed".

## CONTACT:

NAFDA Pty Ltd

Address: PO Box 992, Parramatta NSW, 2124

Main Office: 612 9633 9999

Fax Number: 612 9633 9997

Email: [nafda@nafda.com.au](mailto:nafda@nafda.com.au)



# NAFDA

AUSTRALIAN FOODSERVICE DISTRIBUTION