

Foodservice Sales Playbook



Segment definition

Foodservice — those businesses, institutions and companies responsible for any meal prepared outside the home. This segment includes restaurants, school and hospital cafeterias, catering, and any food prep operations. These tasks are often confused with food processing which is transforming food products into an output.

Foodservice

Establishments that prepare and serve meals and snacks for immediate consumption; meals away from home.



Food Processing

A manufacturing segment that encompasses the production of beverages and foods to be distributed for consumption.



Common environments within foodservice

- Restaurant (*not in a food court, cafeteria or high-traffic location*)
- Cafeteria
- Food court
- High-traffic location dining other than a food court (*i.e., stadium, airport, mall*)
- Convenience store
- Grocery store

Cleaning

- Frequently accomplished with soap/detergent and water
- Physically removing dirt and grime from a surface

vs.

Sanitizing

- Frequently accomplished with common disinfecting chemicals
- Killing a high percentage of the germs on a surface or rendering them incapable of reproducing

The call point

When calling on foodservice accounts, the critical decision-making unit (DMU) is the:

- Foodservice manager
- Kitchen manager
- Restaurant manager
- Procurement manager
- Food safety manager
- Chef



Probing questions



Opportunity

- What are your workers cleaning and sanitizing?
- Can you tell me about your cleaning protocols and the challenges you face when adhering to those protocols?
- What do your workers currently use to clean and sanitize with: disposables, rags, bar towels?
- What chemicals do you currently use?
- What is the hardest thing your workers have to clean?

Provide solutions for cleaning and sanitizing tasks where efficiency, effectiveness, minimizing cross-contamination and low lint residue resonates.

Value drivers



Cross-Contamination

- Foodborne illness represents a **\$15B burden** on the US economy each year.¹
- Cleaning is often an overlooked or underperformed task by most workers.¹ Either it is not done effectively, or **workers overestimate the efficacy of sanitizing chemicals** on an unclean surface.



Cost

Cost-consciousness, **reputation and risk of illness drive disposable purchase intent.**



Productivity

Establishments only have a set number of tables and serving areas. **Being able to clean and sanitize efficiently and effectively** allows for a higher customer turnover rate, enabling them to serve more patrons.



More than
1/3
of foodservice
professionals believe
disposables lead to
faster cleaning²



\$15B

burden on the U.S. economy each year from foodborne illnesses, deaths, medical costs and lost productivity¹

96%

of patrons believe that cleanliness is the most important component in creating a “visit-worthy” atmosphere in a restaurant³

Nearly
50%

of decision-makers choose disposables to reduce cross contamination²

Common applications

Front-of-house cleaning and sanitizing – *Customer facing*

- Wiping tables and counters
- Wiping salad bar
- Wiping self-serve stations
- Wiping menus
- Spray-and-wipe cleaning

Back-of-house cleaning and sanitizing – *Kitchen*

- Wiping cutting boards
- Wiping stainless steel surfaces
- Cleaning equipment/utensils
- Cleaning work/prep surfaces
- Handwashing dishes



Selling against the competition

Competition: Disposables | Bar Towels | Rag & Bucket/Spray Bottle System

See this

Sell that

Disposables

- Nearly 50% of foodservice decision-makers choose **disposables** to reduce cross-contamination

> WypAll® Heavy Duty Foodservice Cloths

- Absorb 25% faster than leading competitive disposables
- Support productive protocols
- Come in a variety of colors and basesheets to align with protocols, chemicals used and common tasks



White bar towels

- Very common within foodservice
- May harbor harmful bacteria if proper protocol isn't followed
- Used towels may sit for days until the launderer picks them up

> WypAll® Foodservice Cloths

- Clean and consistent every time
- Provide higher absorbency
- Less lint



Open buckets of chemicals with rags/microfiber

- Foodservice locations are often using open buckets of chemicals
- May cause workers to use a high quantity of the chemical
- An open bucket may allow the chemical to get close to the food area

> Kimtech Prep™ WetTask™ Wiping System

- An enclosed system minimizes the chance of spills
- Facility can add the chemical of their choice
- Guaranteed to save customers 20% on their chemical cost
- Basesheet specially designed to maintain disinfectant concentration without binding



Spray bottles with towel or disposable cloth

- IF UNABLE TO CHANGE PROCESS** or supplies, our WypAll® Foodservice Cloth would be a great alternative to their current cloth in this system.
- IF THEY ARE WILLING TO CHANGE**, Kimtech™ Surface Sanitizer Wipes are a more efficient, pre-saturated solution that will kill 99.999% of bacteria (on hard, non-porous surfaces).

> WypAll® Foodservice Cloths OR Kimtech™ Surface Sanitizer Wipes



Lead product bundle



Foodservice Cloths | Cleaning & sanitizing, rinse & reuse

	Everyday Duty	Heavy Duty	Ultra Duty
Product	WypAll® Foodservice Cloths	WypAll® Heavy Duty Foodservice Cloths	WypAll® Ultra Duty Foodservice Cloths
Code	06053, 51636, 51639	51631, 51633, 51634	06280
Key Benefit	General purpose tasks	Highly absorbent & durable for tough tasks	Featuring Kimfresh™ Antimicrobial Treatment
Color			
Size	12.5" x 23.5"	12.5" x 23.5"	12.4" x 23.3"
Units/Case	200	100	150
Certifications			



Wiping Solutions | General cleaning

	WypAll® X60 Cloths	WypAll® L40 Towels	WypAll® Reach™ Towel System	WypAll® Waterless Cleaning Wipes
Product	WypAll® X60 Cloths	WypAll® L40 Towels	WypAll® Reach™ Towel System	WypAll® Waterless Cleaning Wipes
Code	34790	05790	53734 (Towels), 53688 (Dispenser)	91371
Key Benefit	Absorbs 2x more water and oil than rags for faster cleanup	Soft like a tissue, absorbs like a sponge, toss like a towel	Portable, enclosed system for spray-and-wipe jobs that helps reduce the risk of cross contamination	Dual-textured; smooth side for wiping and abrasive side for scrubbing
Color				
Size	8.34" x 16.8"	16.4" x 9.8"	11" x 7"	12" x 9.5"
Units/Case	126 sts/box; 10 boxes/case	100 sts/box; 9 boxes/case	340 sts/roll; 6 rolls/case	75 sts/unit; 6 units/case
Certifications	N/A	Compostable	Compostable	

KIMTECH™ Solutions | Sanitizing

	Kimtech Prep™ Wipes for the WetTask™ Wiping System	Kimtech™ Surface Sanitizer Wipes	Did you know?
Product	Kimtech Prep™ Wipes for the WetTask™ Wiping System	Kimtech™ Surface Sanitizer Wipes	<p>NSF: National Sanitation Foundation ensures products are designed and constructed in a way that promotes food safety</p> <p>FSC: Forest Stewardship Council ensures products continue to meet environmental standards</p> <p>See your Kimberly-Clark Professional sales representative for other available sizes and solutions.</p>
Code	06411	58040	
Key Benefit	Delivery system helps minimize the risk of cross-contamination and enables use with the chemical of your choice	Kills bacteria on hard, nonporous food and non-food surfaces	
Color			
Size	12" x 6"	12" x 12"	
Units/Case	140 sts/unit; 6 units/case	30 sts/unit; 8 units/case	
Certifications	N/A		



Scott® Essential Roll Towel Systems

Electronic 48860
Manual 46253
Pair with



Scott® Essential Coreless Jumbo Roll Tissue System

09602



Scott® Essential Electronic Skin Care System

92148

Scott® Essential High Capacity Roll Towels

Code 02001

Certifications

Units/Case 950 feet/roll
6 rolls/case

Elevated Scott® Design

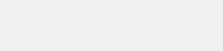


Scott® Essential 100% Recycled Brown Roll Towels

Code 54038

Certifications

Units/Case 700 feet/roll
6 rolls/case



Scott® Essential Coreless Jumbo Roll Tissue

Code 07006

Certifications

Units/Case 1,150 feet/roll
12 rolls/case



Scott® Essential Alcohol Free[±] Foam Hand Sanitizer

Code 12979

Units/Case 2 units/case

Scott® Essential Green Certified Foam Skin Cleanser

Code 91591

Certifications

Units/Case 2 units/case

Scott® Pro Moisturizing Foam Hand Cleanser

Code 91590

Certifications

Units/Case 2 units/case

± Not formulated with alcohol



Try it. Risk-free.

Save 20% in 60 days with WypAll® Foodservice Cloths, WypAll® X Cloths, WypAll® Reach™ Towel Systems or specified Kimtech™ Wiping Solutions or Your Money Back. Guaranteed!†

† Guarantee extended to consuming end-user accounts with the following restrictions: Replace your current rags or laundered towels with WypAll® X Brand Wipers, WypAll® Foodservice Cloths or WypAll® Oil, Grease & Ink Cloths; replace your current wiping system with Kimtech™ Wiping Solutions for 60 days and see a 20% savings on chemical costs (06411, 06471, 77320, 36101). The maximum amount that Kimberly-Clark Professional will pay out under this program is \$1,000 per customer facility. Void where prohibited, taxed or restricted by law. Not responsible for lost, late, misdirected, incomplete or undeliverable submissions. Kimberly-Clark Professional reserves the right to modify or cancel this program at any time. See individual brochures for specific details and eligible codes.

Other resources:

- KCP Advantage www.KCPAdvantage.com
- KCP website www.KCProfessional.com



Our Guarantee

Your total satisfaction means everything to us. If, for any reason, our products do not meet your expectations, Kimberly-Clark will reimburse you¹ for your initial purchase, via FREE product, for up to \$1,000. For more information on Kimberly-Clark Professional, visit us online at www.KCProfessional.com.

† Guarantee extended to consuming end-user accounts only.

1 Hoffmann, S, B Maculloch, and B Batz. 2015. "Economic Burden of Major Foodborne Illnesses Acquired in the United States." Economic Information Bulletin 140. U.S. Department of Agriculture, Economic Research Service, Washington, DC

2 Foodservice Wiping Insights – Kimberly Clark Professional, December 2019

3 Cleanliness, Menu Selection and Comfort Most Important When Dining Out, Mintel News, May 2013

Kimberly-Clark warrants that its products (1) comply with K-C's standard specifications as of the delivery date to K-C's authorized distributors/direct purchasers (2) comply with all K-C labeling representations; and (3) are manufactured in compliance with all applicable federal, state, and local laws in effect at the time and place of manufacture of the products. THIS WARRANTY IS IN LIEU OF ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. K-C is not liable for any kind of special, incidental, or consequential damages. K-C's liability for breach of contract, tort or other cause of action shall not exceed the product purchase price. Purchasers and users are deemed to have accepted the above warranty and limitation of liability, and cannot change the terms by verbal agreement or by any writing not signed by K-C. To the extent required by applicable law, K-C does not limit its liability for death/injury resulting from K-C's negligence.



All WypAll® white L series towels can be aerobically composted in municipal or industrial facilities in the United States and Canada by ASTM D6868-11. Check with your waste hauler to ensure your application and their composting process are compatible.

- ✔ Meets EPA guidelines for minimum post-consumer waste content
- ✔ FSC® Certified
- ✔ ECOLOGO Certified for reduced environmental impact
- ✔ NSF® Registered



The mark of responsible forestry