

## FOR IMMEDIATE RELEASE

### **Building a Better Sales Lead; New Search Tools and Research Methods Help Foodservice Providers Boost Sales to Restaurant Chains**

IRVINGTON, NY, November 2, 2004.

RestaurantChains.net today introduced new tools in the fight against frustration. By adding enhanced features to its online database of restaurant chains, the company is helping to eliminate the inaccurate, outdated contact information found in many of the sales directories published for foodservice companies. The new tools -- including estimated annual sales for each listing, an "alert" field which flags late-breaking changes, and a verification date which shows when a given record has been updated -- raise the standard for accurate, actionable information that sales people can use to uncover new opportunities and close new accounts.

Launched in June 2004, RestaurantChains.net provides constantly re-verified information on more than 3,000 unique restaurant chains and multi-concept restaurant companies, with new listings added virtually every day. By using continuous research to check and re-check its listings, and by providing flexible search criteria so subscribers can create customized lists of sales leads, RestaurantChains.net has quickly distanced itself from annually-published directories. "We believe that the best just got better," says Keith Gellman, Publisher of RestaurantChains.net. "It's not just that we've added new fields and new search tools, the real value we provide is the accuracy of our information -- which results from a pro-active research process that never stops."

Thanks to this outbound research, which is supported by proprietary software and a team of research specialists who make hundreds of telephone calls each week, every listing in RestaurantChains.net's database is personally verified by a research specialist at least once every four months. "Our competitors rely primarily on submitting forms to restaurants," says Maura O'Neill, Director of Research, "and lots of people simply can't be bothered to fill these forms out completely or accurately. Then, once bad data gets into the published directories, it simply stays there because most of our competitors don't check it."

Building on the accuracy of its ongoing, outbound research, RestaurantChains.net has enhanced or augmented its sales data in a number of key areas, including:

**Estimated Annual Sales** -- a figure based not only on direct inquiries made to senior management, but also on proprietary algorithms applied to average check size, square footage and number of seats.

**Last Verified Date** -- a unique feature which allows users to see how recently a specific record has been confirmed.

**Alerts** -- a field containing the latest news on personnel changes, store openings, address changes, etc.

**Services** -- a new section that tells users whether a listed restaurant company offers services like catering, delivery, banquets or takeout.

RestaurantChains.net is available as an online subscription, a regularly-updated CD, or an e-mailed PDF file. A demo version of the product, which includes a trial version of the online database, can be found at <http://www.RestaurantChains.net>.

RestaurantChains.net is published by Research Report for Foodservice, a leading provider of qualified sales leads covering restaurants, bars, hotels country clubs and cafes throughout the United States. In addition to RestaurantChains.net the company also publishes FoodserviceReport, a weekly bulletin on new restaurant openings and changes of ownership in the US. Founded in December, 1996, Research Report for Foodservice currently serves thousands of clients in the foodservice and related industries.

### **CONTACT INFORMATION**

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