

“Engineered Solutions”



Preferred
MARKETING
— **GROUP** —

**We
Can
Help!**

Representing your “preferred” brands of foodservice equipment



“I cannot thank Preferred Marketing enough for all the work they put into making our mock kitchen event successful. Preferred Marketing’s facility and team really made all the difference, from set up, to assisting us with the flow of operations, to programing/reprograming the equipment. During the mock cooking scenarios we were able to demonstrate improved labor efficiencies, superior product quality and improved consistency in presentation.

Because of all the hard work and willingness to listen, we will be moving forward with this kitchen equipment and design. Farmer Boys is very excited about this change; the first new kitchen design in almost 12 years. The Owners and Franchisees who attended the event walked away with a clear understanding of the kitchen, equipment and potential of a new kitchen.

Please pass on Farmer Boys thanks to all of your staff for making this experience amazing. I look forward to our continued relationship for a long time to come. ♥♥

Kevin Kelly
VP Operations
Farmer Boys Foods Inc.

“Fatburger has worked with Preferred Marketing Group for several years. We have found Jeff Couch’s culinary background and understanding of the restaurant business and food in general to be very beneficial to us. Jeff has contributed valuable input with menu offerings, cooking procedures, kitchen layouts and equipment options for Fatburger sister brands; Buffalo’s Café, Buffalo’s Express and co-branded Fatburger. We have utilized the Preferred Marketing Group test kitchen many times for: classroom training, filming operational training videos, equipment testing and product testing. We truly value our business relationship with Preferred Marketing and Jeff Couch and look forward to our continued collaboration. ♥♥

James Newell
Vice President, Operations
Fatburger North America, Inc.
Buffalo’s Franchise Concepts, Inc.

“Preferred Marketing Group provides service that is “Top Box.” Jeff and his team have been great partners in helping us prepare and innovate for the future. Their knowledge and understanding of what we do is invaluable. We look forward to many more years with Preferred Marketing. ♥♥

Kevin Pope
Dir Ops Innovations
Del Taco LLC

Representing your “preferred” brands of foodservice equipment

Don't have the time?, Let us help you!

Preferred Marketing Group not only represents the industries top brands, we provide “Engineered Solutions” to help make our customers more efficient and more money.

We Can Help



Preferred Marketing Group Live's unique experience and ability makes it possible for a foodservice management team to get quality and in depth analysis with very specific recommendations.

This is the unique difference. Preferred Marketing invests hours and dollars to provide the right product for your application by focusing on everything surrounding your food.

Our Focus is to Help You with:

- 1 IMPROVING SPEED OF SERVICE & FOOD QUALITY
↳ IMPROVING CUSTOMER EXPERIENCE
- 2 REDUCING FOOTPRINT & RIGHTSIZING EQUIPMENT
↳ REDUCING OVERALL CAPITAL, ENERGY & LABOR COSTS
- 3 INTRODUCING NEW TECHNOLOGY & PROCESSES
↳ DELIVERING A LEAN KITCHEN, EXCELLING IN WASTE, ENERGY AND LABOR MANAGEMENT

Our Goal is to provide you with a “High Performance Kitchen. We do not take on the role of the Foodservice Consultant or Foodservice Dealer. We are an added asset in establishing the correct equipment for your operation.

Our facility can be used for:

- ✓ Menu development
- ✓ Recipe development
- ✓ New processes and procedures for production or assembly

Why?

Because Preferred Marketing Group believes it is the role of the manufacturer's representative organization to work closely with the end-user customer to thoroughly understand and deal with the kitchen challenges that foodservice operation deals with daily.

Preferred Marketing has helped dozens of national and regional chain operators to do just this. Preferred Marketing performs time and motion studies and identifies bottlenecks; whether procedural or equipment based. Preferred Marketing Group has the culinary resources to test your product on various platforms in our culinary lab. We analyze, test and will present a formal deck. We make our facility available for you to confirm our findings and fine tune to your own “Gold Standard.”

“ Preferred Marketing is the only test kitchen we use to develop our new menu items. The staff is able to provide real world experience. Their knowledge of new cooking techniques and equipment are second to none. ”
Chef Joseph Gillard
Corporate Executive Chef
Alliant Foods

Engineered Solutions

We offer simplified time and motion analysis, menu process re-development through new equipment technologies that will save labor, time and energy. Our team and the brands we represent are dedicated to helping you achieve your goals.

“Preferred Marketing is a hands on company. They have collaborated with us to create custom solutions. Jeff is a true professional. Preferred Marketing has proven to be very responsive and proactive. We value our relationship with Preferred Marketing and look forward to working together for years to come.”

Brian Dreeland
VP Construction
Pick Up Stix

“Preferred Marketing is more of a partner in our business then just a rep. They help provide resources that most companies our size would not normally have access to. Not only do they provide consultation on construction, kitchen design and R&D but they go the extra mile to help our locations and franchisees with fixing issues in the field quickly. Support for our system after the Sale is important to us and Preferred Marketing always goes the extra mile. We look forward to working with them for many years in the future.”

Bryan Vicentini
President
The Counter

“Jeff, your Preferred Marketing team showed remarkable creativity and innovation in assisting us to achieve increased throughput in our kitchens with a smaller footprint, and reduced ticket times. We are very excited to continue working together.”

Greg Dollarhyde
CEO
Veggie Grill

Proud member of MAFSI



A Paradigm Member company



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GROUP**

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