

Food & Beverage Wholesalers are launching enterprise marketplaces to grow beyond their warehouse walls

Buyer requirements are shifting – do you have what it takes to deliver?

More so than other industries, wholesale food and beverage is uniquely sensitive to shifts in end-consumer demand. As new value drivers continue to crop up, from health and wellness to sustainable sourcing, wholesalers will have an even tougher time understanding who their customers are and predicting what their customers want.

But while F&B wholesalers are feeling the pressure to do more – offer more products, engage more suppliers and serve a more diverse set of customers – traditional wholesale supply chains may not be up to the task. Due to the inherent perishability of most products, F&B wholesalers are limited in

terms of building up inventory, warehousing and logistics. The industry is also experiencing unprecedented labor shortages and commodity cost increases, which means they're having to do more with less.

There's one thing that is certain – there is no 'steady state' and volatility will remain ever present. Now is the time for wholesale F&B businesses to grow beyond their warehouse walls and look opportunistically at the challenges facing the industry today to see how they can turn that disruption into new sources of profitable growth.



annual growth for non-traditional grocery channels, **more than 3X greater** than traditional supermarkets (McKinsey)



ranked driver shortage and capacity crunch as the biggest challenge (Kuebix)



of restaurant operator purchases in 2020 were **made through** a GPO (The Hale Group)

Mirakl's Enterprise Marketplace platform model provides the speed, scale and agility necessary to meet rising customer expectations

What does it take to win? It requires delivering buying experiences, products and services that address a more diverse customer group, creating a more agile value chain strategy while mitigating risk, and establishing a mechanism that converts industry disruption and key learnings into a launchpad for growth.



The past year has underscored the importance of expanding product offerings online and creating new ways to meet evolving consumer trends and demands. Mirakl will be indispensable as UNFI looks to provide more hyperlocal products online faster to the retailers using our platform.

– Thomas Kraus, Vice President of Digital, UNFI

With a Mirakl-powered marketplace, F&B wholesalers can balance ongoing pressures to remain agile and profitable



Serve More

- Aggregate purchasing experience across categories
- Deliver a broader assortment from local and global suppliers
- More effectively engage customers of all sizes across geos



Spend Less

- Cost-effectively and quickly respond to shifts in demand
- Reduce end-to-end value chain costs
- Create inventory redundancy without the added cost



Take Control

- Test and learn new categories without the risk
- Engage and attract more suppliers at scale
- Gain time to market advantage

Mirakl enables food & beverage wholesalers to launch faster, grow bigger and operate with confidence from day one

Secure and flexible architecture integrates seamlessly with B2B eCommerce platforms via API so you'll gain a time-to-market advantage and faster ROI in an environment where you can't afford to wait. Business rules and process automation enable you to offload the labor intensive, administrative tasks like catalogue management and pricing so that you can build up your partner and supplier networks quickly – and without the headache.

Mirakl also manages the backend complexity of building and operating an online marketplace, employing the market's most rigorous security controls so that you can focus on delivering the optimal customer service and expertise your customers expect while powering your business for future growth. **Mirakl – Your partner to win.**

turner price

Keeping Kitchens Cooking



The paradigm is changing for food and beverage wholesalers. With the traditional model, you're limiting what you can offer your customers by having four physical walls. With an online marketplace, you're breaking down those barriers and giving your customers everything they need all in one place so that they can do their job faster and easier.

– Julian Owen, Sales and Marketing Director, Turner Price Ltd

Mirakl is the global leader in B2B online Marketplace platforms. With Mirakl, B2B distributors can quickly expand product assortment, increase customer reach, and improve vendor relationships without overhead. Scale your business with your own Marketplace.



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