

Leisure Park Operator Converts \$2M+ in Programs for 11% Savings

Member Profile

Based in Pennsylvania, this Member is a **leading leisure park operator of over 25 venues** in the United States and is a subsidiary of one of the fastest growing global park operators spanning **across multiple continents**.

The Challenge

In the wake of the 2020 pandemic, this Member came to Foodbuy Hospitality with **cost savings and efficiencies** at the forefront of their planning. Furthermore, with an expanding growth plan amid volatile market fluctuations, negotiating deals in-house to mitigate price increases was **unsustainable and lacked quality controls**.

The Foodbuy Hospitality partnership aimed to **support a successful procurement strategy** to begin generating savings on day one while managing the legwork of the transition during the **Member's peak season to avoid operational impact**.

The Solution

Multiple Foodbuy teams contributed to a multi-faceted solution, including:

- The **Culinary Solutions Team** created a hands-on consultative partnership at the very start with a cutting to showcase best-value Foodbuy product offerings without sacrificing quality. Their ongoing support included hosting **multiple onsite cuttings, expedited product reviews, and SKU rationalizations** to refine order guides and route parks to cost-advantaged buying behaviors.
- The dedicated **onboarding team** led the **implementation of program pricing** to address immediate savings and to identify opportunities to streamline order guides and drive optimized purchasing. In conjunction with this review, Foodbuy completed a **competitive analysis of the Member's pre-existing direct deals** to support the savings rationale to transition those deals to the Foodbuy program.
- Foodbuy's **Supply Chain Category subject matter experts** directly supported a straightforward decision-making process for the Member via a data-driven approach with actionable guidance.
- Finally, the **Foodbuy Hospitality distribution team** helped align the Member to the best distribution partnership to support their **seasonal business needs**. This facilitated a unified distribution relationship to back these initiatives.

The Results



Consolidated reporting across all locations



Over 15% improved purchasing compliance within three months of program inception



Converting over \$2m in seasonal spend from a self-managed direct deal to the Foodbuy program resulting in over 11% of savings to the Member