



## FANCY MEAT SUPPLIER D'ARTAGNAN PURCHASED BY MASS FOOD DISTRIBUTOR

SCOOP heard that Ariane Daguin's D'Artagnan, a leading meat and poultry supplier for NYC restaurants, has been acquired by Fortune International, one of the country's largest seafood processors and distributors. Daguin will now run the company as a subsidiary of Fortune.

## YANKEES AND LEGENDS HOSPITALITY REVEAL 2022 YANKEE STADIUM DINING MENU AND PARTNERSHIP WITH WINCUP'S PHADE®

SCOOP discovered that the Yankees and Legends Hospitality recently unveiled a variety of new dining options available to all guests at Yankee Stadium, food that you can try at the ballpark all throughout the 2022 season. From familiar names like Benihana and Jersey Mike's to Streetbird by Marcus Samuelsson and The Halal Guys, Yankee Stadium has a broad array of options for whatever you're craving. Concessions this year include offerings from Bobby Flay's Bobby's Burgers, City Winery, Sumo Dog, Applegate Naturals, Chickie's & Pete's, Oatly, and Wings of New York.

WinCup, Inc. will be providing its phade® straw — an ecologically preferable non-petroleum, non-forest-based bio-plastic product — to concessions stands at Yankee Stadium. The phade® straw is a marine biodegradable, home & industrial, compostable drinking straw made with PHA (polyhydroxyalkanoate), a biodegradable biopolymer derived from the fermentation of canola oil.

The introduction of the phade® straw at Yankee Stadium will further the venue's award-winning and globally recognized sustainability initiatives, including its commitment to achieving zero waste and promoting a circular economy based on composting and recycling. Through the dedicated efforts of Stadium staff, fans, and the Yankees' recycling and composting partners, approximately 85 percent of the Stadium's total waste is diverted from landfills and incinerators, making Yankee Stadium one of the most environmentally responsible venues in all of sports.

"Yankee Stadium's shift to a less impacting bio-based option for those who request a straw is a small but meaningful ecological step in the right direction that, hopefully, other businesses will emulate," said Dr. Allen Hershkowitz, Environmental Science Advisor for the New York Yankees.

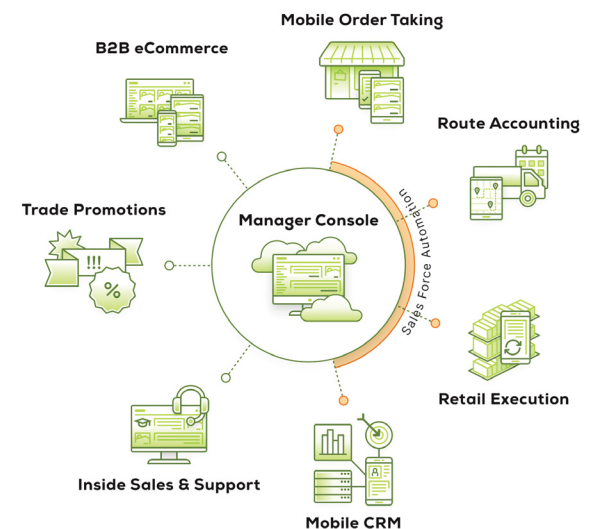
Phade® has quickly become the environmentally preferable straw of choice for multiple professional sports venues, teams and events, including SoFi Stadium in Los Angeles, Mercedes-Benz Stadium in Atlanta, Gillette Stadium in New England, and the 2021 PGA Championship in Kiawah Island, South Carolina.

"We continue to see the tremendous impact phade® is having across the sports industry and the positive reaction from fans discovering our unique sustainable Caribbean blue straws and stirrers," said Michael Winters, WinCup President and Chief Revenue Officer. "The New York Yankees is one of the most well-known sports brands globally and the franchise is to be commended for using that influence to positively impact the environment."

## PEPPERI BENCHMARKING STATISTICS FOR B2B ECOMMERCE

SCOOP learned that B2B eCommerce continues to be an area of interest and growth in the FMCG sector. In order to get businesses ready for the fast-paced world of B2B eCommerce, a new benchmarking survey was conducted by Pepperi to understand best practices and the challenges of FMCG companies that are planning to adopt omnichannel commerce.

The benchmarking survey reveals critical trends. A huge number of FMCG distributors and wholesalers plan to adopt an omnichannel commerce approach. 58% of respondents do so with the goal of increasing revenue, 53% want to become more competitive in the market, while only 47% are driven by customer satisfaction.



The Pepperi platform

Switching to an omnichannel approach has its own set of worries. Field sales are facing new challenges -- such as how to coexist with eCommerce. 72% of those who responded believe the clash between field and B2B eCommerce is unavoidable at this point in time. As for other potential problems, 65% are afraid that profits will shrink with existing legacy systems; 63% predict reduced average order sizes; 60% argue that there'll be high expenses associated with customizing products or services.

Surprisingly, tighter integration with ERPs, mobile apps, and advanced trade promotions were the most critical B2B features. Nearly everyone surveyed said they use an enterprise resource planning (ERP) software to track finances and inventory. For optimal productivity, it's important for these users to leverage the full scope of their program's capabilities by staying on top of stock levels (92%), setting cutoffs for deliveries (64%), and doing promotions (46%).

Pepperi's survey showed an increased need for a B2B eCommerce solution. It's no wonder, as the benefits of selling online are too hard to ignore. FMCG brands and wholesalers recognize they will benefit greatly from this type of system and are happy to invest in a new way to sell their goods.

## NEW PRODUCTS:

**Oryx Desert Salt** is a new category of salt available in the USA from the remote Kalahari Desert of South Africa, Namibia & Botswana. The Desert salt is sourced from an ancient underground 55 million ton salt lake that's a renewable and sustainable source. Three rivers flow 100-300ft underground through Dwyka rock strata geo-scientifically tested at 280-300 million years

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