



## **Ginsberg's Foods Unlocks Business Opportunities and Gains Real-Time Insight with NCR Power Menu Software**

August 6, 2014 at 8:00 AM EDT

*Solution gives foodservice distributor competitive advantage by providing actionable insights into food ingredients, nutrition and allergies*

DULUTH, Ga.--(BUSINESS WIRE)--Aug. 6, 2014-- [NCR Corporation](#), the global leader in consumer transaction technologies, announced today that Ginsberg's Foods has selected NCR Power Menu software, enabling the regional foodservice distributor to automatically calculate the nutritional data of prepared foods based on ingredients. This level of information is a key factor in winning foodservice business with restaurants, colleges and healthcare facilities that need to comply with diet restrictions and food labeling.

"There is more pressure than ever from restaurants to provide consumers with detailed information about the food they are eating," says Larry Pierce, CIO at Ginsberg's Foods. "Prior to using NCR Power Menu software, we were simply missing out on business opportunities with restaurants and institutions that required real-time insights for identifying allergens and nutritional data."

Ginsberg's Foods is already using NCR's supply chain software portfolio including Power Enterprise, Power Warehouse, Transportation Optimization and Power Sell. All are software-based solutions that help increase efficiencies for distributing other fast moving consumer goods from the warehouse to the customer. They also help Ginsberg's Foods sell more effectively and build greater customer loyalty.

"We have a very collaborative relationship with Ginsberg's Foods, including their participation with our customer advisory council, which helps us optimize our solution roadmaps to deliver significant value to foodservice businesses," says Todd Michaud, global vice president and general manager, Global Enterprise, Merchandising and Supply Chain Solutions at NCR. "NCR Power Menu software integrates smoothly with Ginsberg's Foods existing NCR environment. It helps them grow the business by offering their customers a value-added service for managing recipe costs, tracking and printing nutritional information, and controlling inventory levels."

NCR Power Menu also helps customers increase profitability with cost-analysis tools by recipe, portion or menu cycle. The solution improves inventory accuracy of both ingredients and finished goods with suggested ordering based on production, and includes additional functionality to support healthcare menu planning needs based on specific diets and textures.

### **About Ginsberg's Foods**

Ginsberg's Foods is the largest independently owned and operated broadline food service distributor in the Hudson Valley and the Capital District of New York State with deliveries covering a much broader territory. They currently serve customers in New York, Massachusetts, Connecticut, Vermont and Pennsylvania. Since 1909, the Ginsberg family and the 233 current employees have shared the Company's goal of fulfilling customer needs through personalized services and partnerships founded on integrity and excellence. That philosophy, along with a century of foodservice experience, has afforded Ginsberg's Foods steady growth.

Web site: [www.ginsbergs.com](http://www.ginsbergs.com)

Twitter: [@GinsbergsFoods](https://twitter.com/GinsbergsFoods)

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### **About NCR Corporation**

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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