

2025 IFDA Distributor's Choice Awards

Evaluation Criteria

1. **Strategic partner**

- Understands the unique needs of my business.
- Understands and clearly articulates their company strategy.
- Engages in executive-level joint planning.

2. **Supply chain leader**

- Demonstrates leadership in data integrity for all of their products, for example through GS1.
- Is a leader in supply chain initiatives.

3. **Sales leader**

- Has established relationships with distributor sales management.
- Engages in joint sales planning and collaboration.

4. **Product innovator**

- Creates products that meet the needs of the foodservice operator and consumer.
- Is committed to developing new products that sell and is willing to share their new product innovation strategy.