

# BOTTOM UP MARKET SIZING

	NUMBER IN MARKET	TOTAL SPENDING ON CATEGORY	TOTAL SPENDING ON SEGMENT	MARKET CONTRIBUTION
<i>Grocery/Specialty</i>				
Whole Foods	21	\$11.0 M	10% \$1.1 M	\$23.1 M
Marianos	5	\$6.5 M	10% \$0.7 M	\$3.3 M
Independents	15	\$2.0 M	10% \$0.2 M	\$3.0 M
<b>ANNUAL MARKET POTENTIAL</b>				<b>\$29.4 M</b>
<i>Chefs</i>				
Fine Dining	100	\$200 M	50% \$100 M	\$10.1 M
Fast Casual	75	\$150 M	10% \$15 M	\$1.1 M
<b>ANNUAL MARKET POTENTIAL</b>				<b>\$11.1 M</b>
<b>TOTAL MARKET POTENTIAL</b>				<b>\$40.5 M</b>

Sources: Annual reports, company websites, Baker Tilly, SBA, interviews

