



# FoodByUs Index

Empowering hospitality: From kitchen to boardroom, data-driven decisions served fresh.

**October 2024**



## Introduction

***Empowering hospitality. From kitchen to boardroom, data-driven decisions served fresh."***

In today's dynamic foodservice landscape, venues face unprecedented challenges in navigating ingredient prices. As consumers raise the bar, demanding fresher, higher quality, and more unique dining experiences, the cost of sourcing these premium ingredients can fluctuate wildly.

At FoodByUs, we're committed to empowering the hospitality industry with data-driven solutions that transform decision-making from the kitchen to the boardroom.

***FoodByUs is a game-changer in foodservice analytics***

We're proud to unveil the FBU Index, a groundbreaking tool designed to bring clarity to the complexity of price volatility in the foodservice sector.

Unlike the Consumer Price Index (CPI), the FBU Index is meticulously crafted to serve the unique needs of foodservice professionals across all facets of the industry—from venues and distributors to producers, manufacturers, and investors.

***Unparalleled insights for a \$65 billion industry***

By leveraging our extensive, anonymised dataset, the FBU Index offers an unparalleled view of food cost trends that impact operators daily. This innovative approach not only helps identify emerging patterns but also provides a comprehensive perspective on the \$65 billion foodservice industry.

***Actionable intelligence, delivered monthly, visualise trends early***

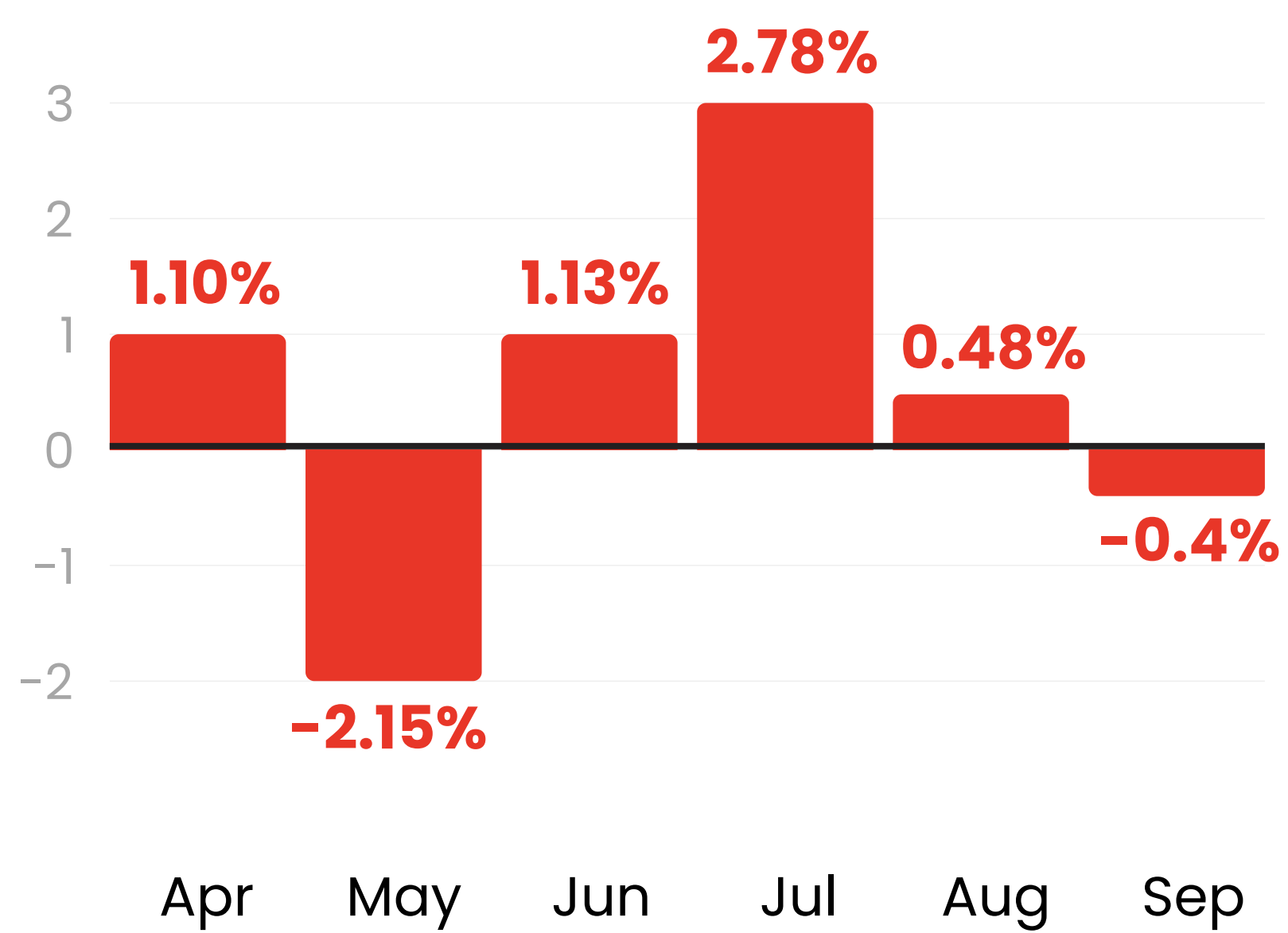
We distill complex data into a monthly report that's insightful and digestible. We've streamlined the analysis process to deliver the market intelligence you need, precisely when you need it.

# FBU Inflation

Inflation in the foodservice sector refers to the sustained increase in the overall cost of ingredients and food products that venues purchase over time. This phenomenon can significantly impact a venue's bottom line, as it directly affects food costs— a constant and volatile expense in the hospitality industry. Factors such as weather conditions, supply chain disruptions, changes in consumer demand, and broader economic trends can all contribute to food inflation.

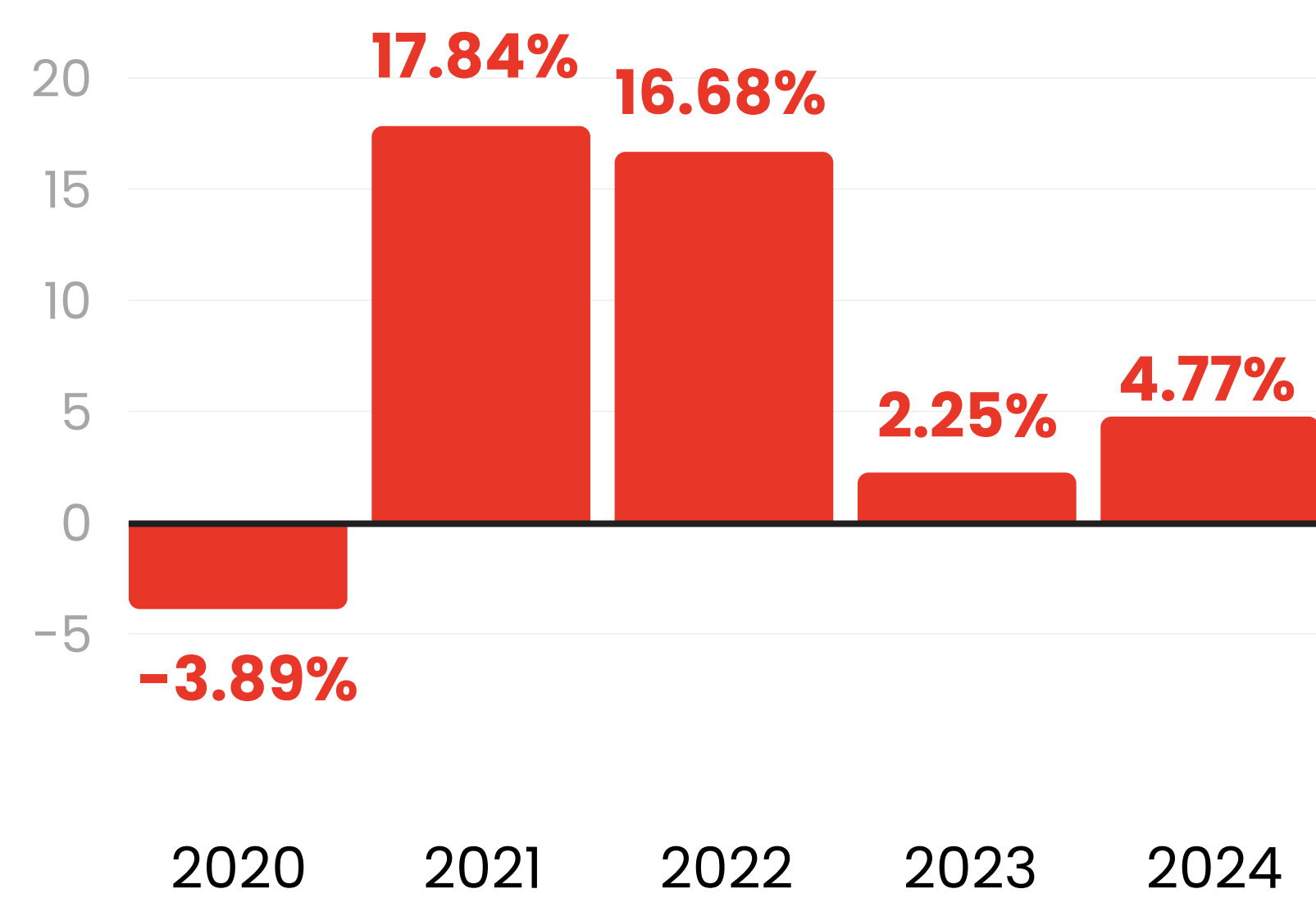
For foodservice operators, this means that the same budget may purchase fewer ingredients over time, potentially leading to reduced profit margins if menu prices are not adjusted accordingly. The complex and often unpredictable nature of food inflation underscores the critical need for robust procurement strategies and real-time pricing data, which is precisely what the FBU Index aims to provide.

## Overall inflation by Month



% inflation of all products on FoodByUs (monthly)

## Overall inflation by Year



% inflation of all products on FoodByUs (yearly; 2024 YTD)

## Category inflation for September

Seafood	1.9%	Pantry	-0.6
Baked Goods	1.3%	Alcohol	-2%
Dairy & Eggs	0.2%	Fruit & Veg	-3
Meat & Poultry	-0.4%		

% inflation of all products on FoodByUs by category (since last month)

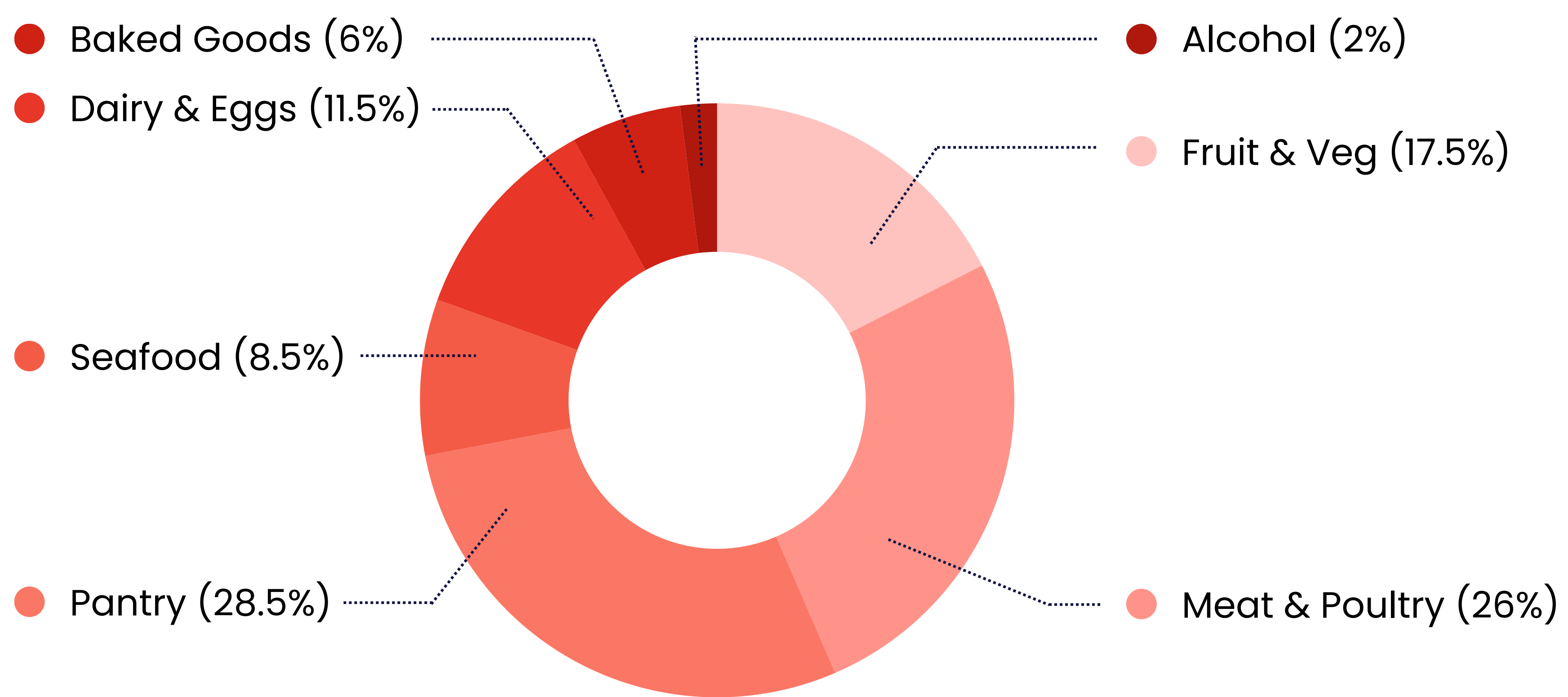
Alcohol is still up 14.7% this year, on top of a 16.3% increase last year. Consecutive increases in the excise tax are the main driver - with 3 increases over the last 18 months.

# Category Spend

To understand how price fluctuations in food ingredients can most significantly impact a venue's bottom line, it is essential to examine the distribution of spending across various food categories. This chart illustrates the proportion of a venue's total food ingredient expenditure allocated to each category.

By identifying the categories that consume the largest portion of the budget, we can pinpoint areas where even small price increases can have a substantial financial effect.

## September spend across categories



*% split of spend by category on FoodByUs (since last month)*

## Our Data Footprint

FoodByUs is data driven at the core. We categorise, consolidate and measure purchasing activity from foodservice venues (predominantly independent locations and small hospitality groups) with product level detail. Our data footprint does not include QSR, retail or FMCG.



# FBU Finds

The hospitality industry is inherently seasonal, with fluctuations influenced by various factors such as the weather, holidays, tourism and more. We dish out the finds so you can stay ahead of trends.

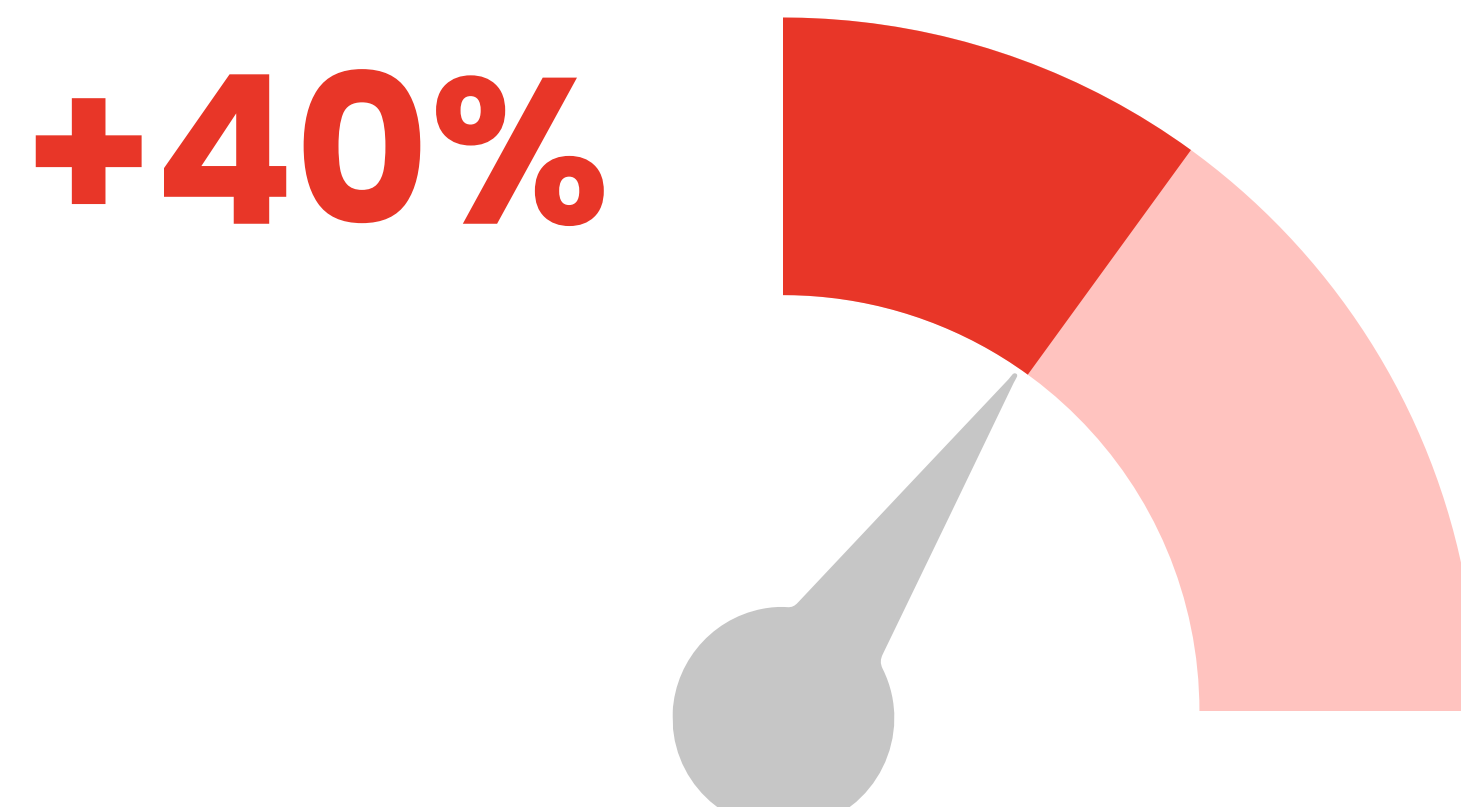
## Battle of the white meats

Our latest analysis reveals huge differences in the price fluctuations between two major poultry and meat groups.

### Chicken breast



### Pork belly



**1** Chicken breast is down almost 20% from its highs in middle of the year.

**2** In contrast - Pork belly continues to climb - up over 40% in the last 12 months.



FoodByUs is Australia's #1 wholesale food ordering software with a growing network of 3000 suppliers across 14 categories and processing over 20,000 carts per month. Venues order from all their suppliers on our easy-to-use system.

FoodByUs was founded in 2017 by the co-founders who built and sold Menulog. We have a deep experience in technology, data and how the food service industry works.

Our customised data snapshots display transparent, unbiased, live transactional data, showing a unique view of the independent food service market.

Stay tuned for more insights from the FBU Index, and discover how our cutting-edge procurement software can transform your foodservice business.

***Together, we're not just adapting to change—we're driving it.***

At FoodByUs, we're not just tracking trends; we're revolutionising the way foodservice businesses manage their procurement and optimise their menus. Our software solution is designed to streamline your purchasing processes and manage menu costing, ensuring you stay ahead of market fluctuations and enhance your operations for maximum efficiency and profitability.

## Want to learn more?

For more information about our data & insights and marketing products please contact:

**Amber Phelps**

Data & Insights Sales Manager  
FoodByUs  
P: 0423 334 201  
E: [amber@foodbyus.com](mailto:amber@foodbyus.com)

**Ben Lipschitz**

Chief Executive Officer  
FoodByUs  
P: 0401 879 617  
E: [ben@foodbyus.com](mailto:ben@foodbyus.com)

## Subscribe to get free monthly insights

Subscribe now to get unparalleled insights from the independent foodservice market – served fresh to your inbox every month.

**Sign up now**