



STREAMLINED B2B ORDERING APP DELIVERS QUICK RESULTS

Making it easy for chefs to keep their kitchens stocked with the finest specialty foods

“ My day is so fast-moving, I need to make my order quick. *Boom boom boom* and it's done ”



“ We watched chefs as they juggled many balls. Simultaneously preparing today's meals, while planning tomorrow's. Unbound worked with them to save precious minutes. ”

Keith Lietzke, CEO
Unbound Commerce

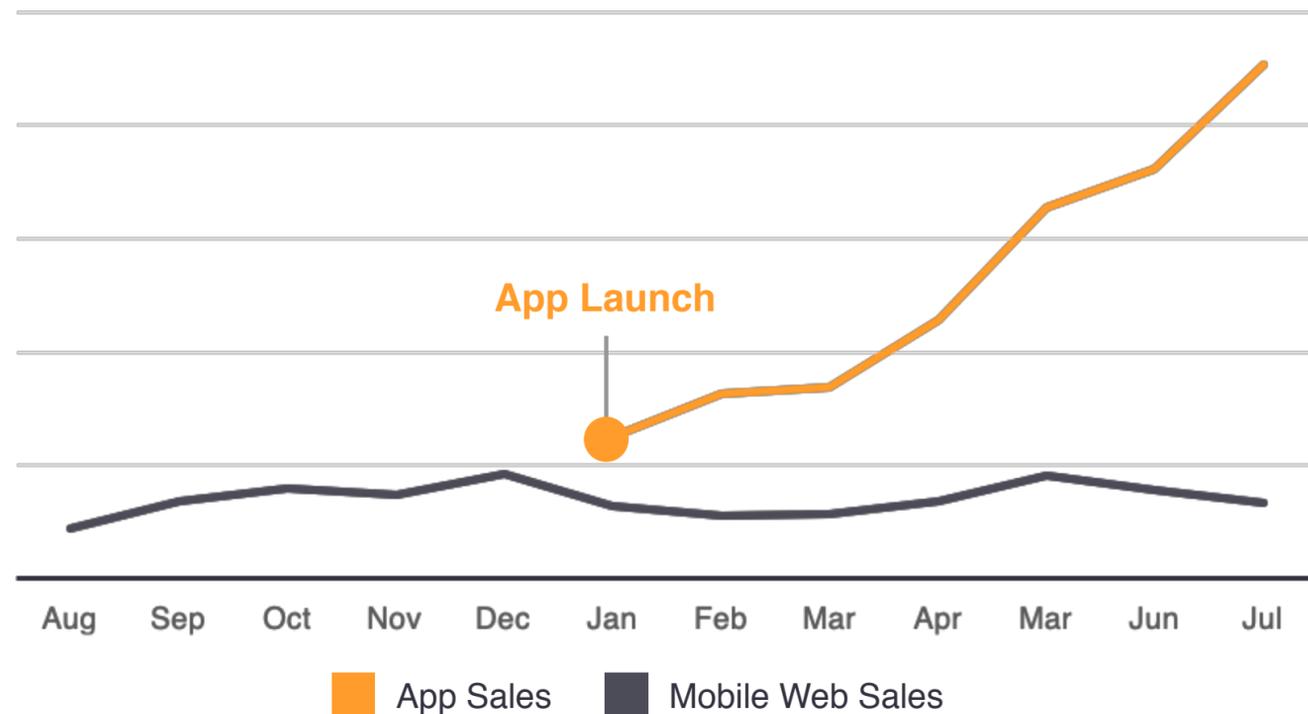
“ Our goal is to give our customers more digital options - making it as easy as possible to order from Chefs' Warehouse. ”

Jonathan Steckler, Exec VP
Chefs' Warehouse

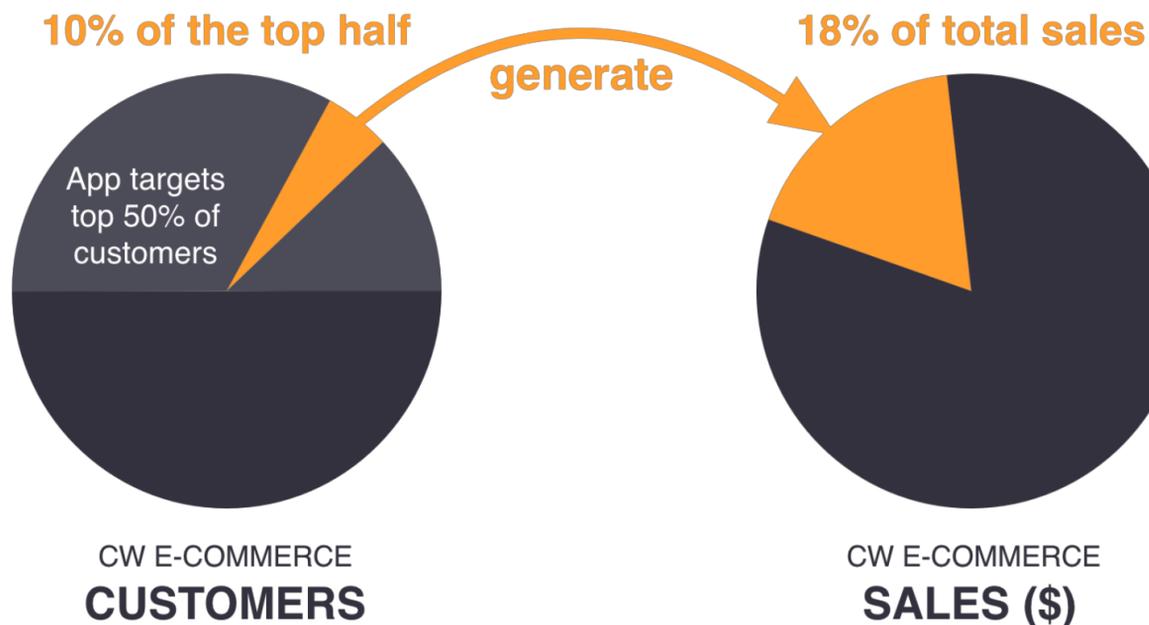
MOBILE APP SALES

In the initial rollout, Chefs' Warehouse introduced their mobile app via a limited trial to the top 10% of their customers. The app was quickly adopted by these users and started producing results right away. In the very first month after launch, the app generated higher sales than the mobile version of the website, which had long been available to all customers (see below).

QUICK ADOPTION, INCREASED SALES



SUCCESSFUL TRIAL LEADS TO FULL ROLLOUT



Despite being limited to just 10 percent of Chefs' Warehouse largest customers, results were dramatic - with the app contributing 18% of *total* ecommerce sales.

With the app having a 3X higher conversion rate than the mobile site, Chefs' Warehouse decided they'd like all their customers to start using the app.

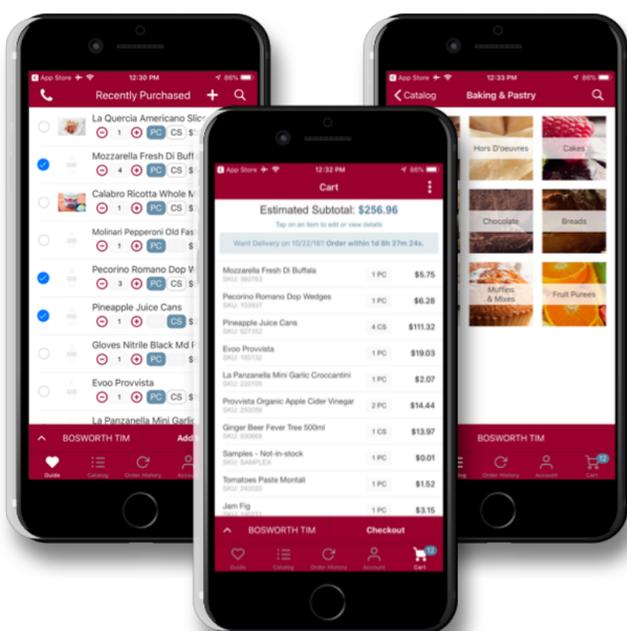
Having seen it in action, the internal sales team wanted their own version. This was rolled out in Version 2.0.

ABOUT THE CHEFS' WAREHOUSE

The Chefs' Warehouse, Inc. (<http://www.chefswarehouse.com>) is a premier distributor of specialty food products in the United States and Canada focused on serving the specific needs of chefs who own and/or operate some of the nation's leading menu-driven independent restaurants, fine dining establishments, country clubs, hotels, caterers, culinary schools, bakeries, patisseries, chocolatiers, cruise lines, casinos and specialty food stores. The Chefs' Warehouse, Inc. carries and distributes more than 48,000 products to more than 30,000 customer locations throughout the United States and Canada.

ABOUT UNBOUND COMMERCE

Unbound Commerce is a top provider of mobile commerce solutions for retailers, brands and distributors. Unbound's unique, low-IT platform approach allows your current ecommerce operations to be leveraged and extended into native apps, mobile commerce sites, and in-store engagement. Unbound has built and deployed dedicated mobile sites and apps for companies such as Ashley Furniture, Finish Line, Rockport, Equipppers.com, Calenders.com, Shoe Carnival, FLOR, MillerCoors, The New England Patriots, Binny's, Chef's Warehouse, Cavender's, and hundreds of other online businesses. For additional information, please visit <http://www.unboundcommerce.com>



“ Our goal is to be so helpful for the chefs that they prefer ordering from Chefs' Warehouse - it's just that much easier. ”

Keith Lietzke, CEO
Unbound Commerce

“ Unbound Commerce has been great to work with. They helped us all along the way – from customer research and refining the concept – to design, build and launch. We found the team to be proactive and highly responsive – and all-around a great partner for our company. ”

Jonathan Steckler, Exec VP
Chefs' Warehouse