

Zitti's 2023 Order Guide Report Uncovers Hidden Large-Scale Inefficiencies in the \$340B US Wholesale Food Industry

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Dante DiCicco, Zitti Founder and CEO (Photo: Business Wire)

LOS ANGELES, December 22, 2023--(BUSINESS WIRE)--As surging food inflation continues to define the economic landscape, restaurant groups of all sizes struggle to remain profitable. The ability to easily access the most competitive prices on food products has always eluded restaurants due to opaque and fragmented ordering processes. Now, for the first time, the full impact of this fragmentation on the restaurant business is clear.

Synthesizing over 40,000 pricing data points gathered in real-time from over 200 of the nation's largest food suppliers, Zitti has compiled a report that reveals an alarming trend: prices on identical food items can vary 27% on average between suppliers, and in many cases north of 50%. These significant price variances, particularly at a time when food costs comprise a third of restaurant expenses, highlight the need for the transparency and actionable insights that Zitti delivers.

Zitti is a technology company that allows restaurants to easily compare wholesale food prices among suppliers, empowering them to make smarter ordering decisions, discover new products, decrease food costs, and increase profitability.

As restaurant food costs skyrocket, suppliers and big food corporations are profiting. Recent reporting by [CNBC](#) and [Forbes](#) corroborates Zitti's findings, showing how major players in the food industry have amplified inflation to increase profits. For instance, Cargill [recorded](#) a 23 percent jump in revenue last year to \$165 billion—\$6.68 billion of which was profit. Tyson Foods, the largest meat producer in the U.S., [nearly doubled](#) its profits in the first quarter of 2022 due to soaring meat prices. As former U.S. Labor Secretary Robert Reich has also [argued](#), food corporations are hiding behind inflation to hike prices, intensifying the strain on restaurants.

These profit windfalls have significantly exceeded inflation over the same period. Due to the market inefficiencies and opaque nature of the data in the wholesale food industry, these profits are not trickling down to benefit the restaurants.

In addition to highlighting a 27% average price variance, Zitti's Order Guide report breaks down average price variances across suppliers for the following core products:

- Meat, Eggs, Dairy (Average Price Variance)
 - American Cheese: 51%

- Chicken Breast: 32%
- Smoked Bacon: 32%
- Beef Philly Steak Marinated: 30%
- Sour Cream: 24%
- Eggs: 16%
- Pepperoni: 10%

- Dry, Canned (Average Price Variance)
 - San Pellegrino Sparkling Water: 45%
 - Coconut Cream Bar Mix: 36%
 - Whole Wheat Flour: 30%
 - Heinz Ketchup: 26%
 - Pesto Sauce: 20%
 - Canned Tomatoes: 19%

