



Vendor Guide

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Registering as a Showcase user

Navigate to www.food4schools.com. In the menu, you will see a link for the Virtual Showcase login. This link will take you to the login page.



Once at the login page, you will see the screen below. You can sign up as a new user for an existing brand (maybe one of your colleagues already set up the brand with us), or as a new user and then set up your brands yourself. Click on the Need an Account? Sign Up button.

Food for Schools

[Virtual Showcase Login](#) > [Showcase Home](#)

 **Food for Schools**
Virtual Showcase

Login

Enter your email address and password to login. Please contact Food for Schools if you have any login issues.

Email Address

Password (forgot?)

Remember me

Sign In

Need an account?

Sign Up

Enter your name, email, contact phone, and your preferred password. Under User Type, select one of the options shown and click submit.

Sign Up

Please register and you will be contacted shortly. Thank you!

Name *

Vin

Scelsa

Email *

jsjp@ff.com

Phone

(603) 225-5547

Preferred password *

....

....

User Type

Select...

Select...

I am a new user for one or more existing Showcase brands.

I am a new user and will set up my brands once logged in.

[Back to Showcase Home](#)

You will get the confirmation below. Once we process your registration, you will receive an email notifying you that you can now log into the system. If you are a new user for existing brands, you will see your brands once logged in.

Food for Schools

[Virtual Showcase Login](#) > [Showcase Home](#)

Sign Up

Please register and you will be contacted shortly. Thank you!

Your registration has been submitted for approval. Once approved you will receive an email with further instructions.

[Back to Showcase Home](#)

Logging into the Showcase

Once registered, you can return to the log in screen from the Food for Schools Homepage as shown above, or create a shortcut or bookmark to the [login page](#). Simply enter your email address and password, then click Sign in.

Food for Schools

[Virtual Showcase Login](#) > [Showcase Home](#)



Login

Enter your email address and password to login. Please contact Food for Schools if you have any login issues.

Email Address

Password (forgot?)

Remember me

Sign In

Need an account?

Sign Up

Setting up your Brands

The Showcase is brand based. Each user can have one or more brands, and each brand can have one or more users

To request a new brand, click on the [Request a new Brand](#) link.

Food for Schools

[Virtual Showcase Login](#) > [Showcase Home](#)

 **The next group evaluation of items will take place in August, 2021.**

[Request a new Brand](#) 

[Your NHBG Bid Winners](#) [Your MSBG Bid Winners](#)

Your Brands

search by keyword

Brand	Broker	Contact Name	Contact Email	Contact Phone	Outstanding Sample
No Data					

[Back to Virtual Showcase Login](#)

You will see the following screen. Enter the brand name, the item subscription limit, and the contact information for the brand. This may or may not be the same as your contact information. Please upload a logo (this really helps the directors visually identify your brands.

Please contact Food for School for help with logos!). Once we process your request, you will be invoiced for the subscription and be notified by email.

Add a New Brand

Thank you for your interest in adding a new brand. Please submit this form and you will be contacted shortly by email.

Brand Name *

Brand Logo

No file chosen

Please attach a logo here which will be seen by district users.

Subscription Limit *

Select...	▼
Select...	
3 active items (\$250 annually)	
10 active items (\$500 annually)	

Contact Name *

<input type="text" value="First"/>	<input type="text" value="Last"/>
------------------------------------	-----------------------------------

Contact email *

Contact Phone *

Once you have added a brand, your dashboard will look like the image below. The dashboard shows the following:

- The link to get HELP. Click this link to submit a question or comment.
- The link to this user guide and a few other useful links.
- If you have any outstanding sample requests from districts.
- The Request new Brand button.
- A button to add an existing previously set up brand to your account.
- Links to your Bid Winners that are being considered for addition to bids in NH and MA.
- Your list of brands with links to edit brand information, add or edit items, the number of outstanding sample requests, subscription information, Showcase invoices, and a link to request a subscription increase.



There are currently 64 brands representing 282 items participating in the Virtual Showcase!

▲ You have outstanding sample requests!

[Get Help](#)
[User Guide](#)
[Vendor Demo Video](#)
[Zoom recording help](#)
[A List Information](#)

[Request a new Brand](#)
[Add Existing Brand to your Account](#)

[Your NH&G Bid Winners](#)
[Your MS&G Bid Winners](#)

Your Brands

[Export](#)

Brand	View/Add Items	Broker	Edit Brand	Contact Name	Contact Email	Contact Phone	Outstanding Sample Requests	Brand demo	Brand link	Subscription Limit	Active Item Count	Invoices
Aunt Millie's Bakery	view	Acosta Sales and Marketing	edit	Steve Cooney	skooney@acosta.com	(928) 578-7964	▲ 2			10	6	View
Kellogg's	view	Affinity Group	edit	Sheri Cerruti	sheri.cerruti@affinitysales.com	(617) 338-3317	▲ 11			10	10	View
Total							13				16	

Editing a Brand

The brand is set up initially with basic information that you provided at the time of the request. If you need to change any information about one of your brands, simply click the Edit Brand link. You can add a secondary contact person, for example. You will see the following screen:

Edit Brand ✕

Brand Name * <input type="text" value="Fun Foods"/>	Broker * <input type="text" value="Food Reps"/>
Brand Address * <input type="text" value="1 Maple Ave."/> <small>Street Address</small> <input type="text"/> <small>Street Address 2</small>	Contact Name * <input type="text" value="Steve"/> <input type="text" value="Miller"/>
<input type="text" value="White Plains"/> <input type="text" value="New Y"/> <input type="text" value="10605"/> <small>City State Zip</small>	Contact Email * <input type="text" value="smiller@food.com"/>
Logo  remove <input type="button" value="Choose File"/> No file chosen	Contact Phone * <input type="text" value="(978) 578-1111"/>
Brand demo <input type="button" value="Choose File"/> No file chosen	Contact 2 Name <input type="text" value="First"/> <input type="text" value="Last"/>
<p>You can upload a Zoom that you have recorded, or any other type of video that is 200 MB or less.</p> Brand link <input type="text"/>	Contact 2 Email <input type="text"/>
Subscription Limit 10	Contact 2 Phone <input type="text" value="() _- _"/>
Items left 4	
<input type="button" value="Submit"/>	

Make any changes that are needed and click Submit.

Adding a Brand Demo video or link

You can record and upload a video using Zoom, or any other recorded demo that is less than 200 MB. This is a great way to have a permanent video on the Showcase instead of trying to hold a live Zoom. Directors can watch the video on their schedule! For help on recording a Zoom, click on the [Zoom recording help](#) option at the top of your dashboard. You can also link to a pre-recorded video or other link using the Brand link:

Brand demo

No file chosen

You can upload a Zoom that you have recorded, or any other type of video that is 200 MB or less.

Brand link

Adding an Existing Brand to your Account

There may be a situation where a colleague has already set up a brand that you would like to access. In this case, click on the [+ Add Existing Brand to your Account](#) link. You will see the following screen:

Please submit this form to request access to an existing brand. You will be contacted shortly.

Brand(s) to add *

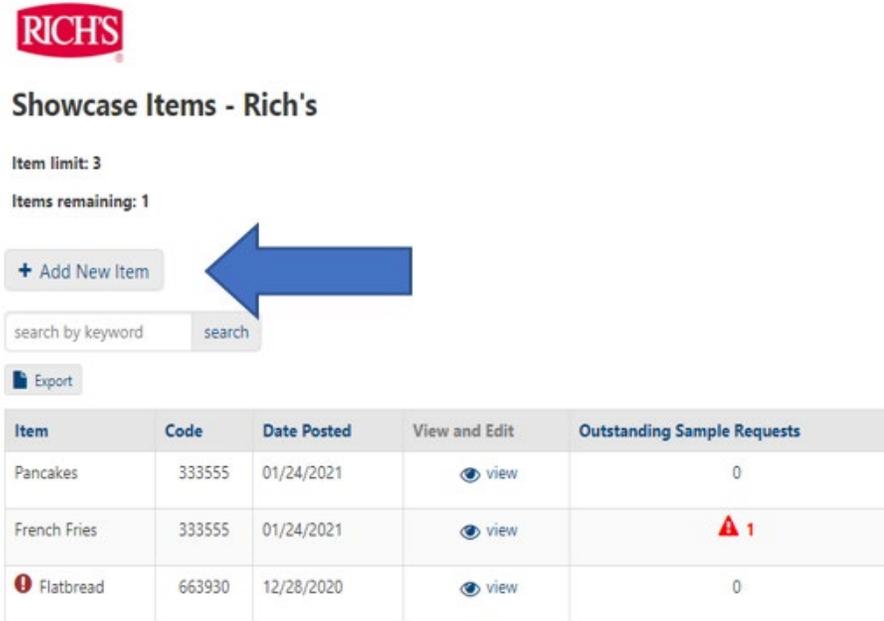
Select...

Comment

Select the brand or brands you would like to access, enter a comment if you would like, and click submit. Once the brands have been added to your account, you will be notified by email and the brands will appear on your dashboard. This is useful if a colleague has already created the brand in the showcase and you are simply requesting access.

Adding a New Item

To add a new item, click on the Add New Item link at the top of your item list.



RICH'S

Showcase Items - Rich's

Item limit: 3
Items remaining: 1

[+ Add New Item](#)

search by keyword

[Export](#)

Item	Code	Date Posted	View and Edit	Outstanding Sample Requests
Pancakes	333555	01/24/2021	view	0
French Fries	333555	01/24/2021	view	 1
 Flatbread	663930	12/28/2020	view	0

You will see the following screen to add your items:

Add Item

Item Name * <input type="text"/>	Vendor Description * <input type="text"/>
Code * <input type="text"/>	CN Crediting * <input type="text"/>
Approx. Unit Cost * <input type="text"/>	Stock Status * <input type="text"/>
Case\Pack * <input type="text"/>	Commodity Eligible? <input type="checkbox"/>
Nutritionals and Ingredients * <input type="button" value="Choose File"/> No file chosen	Allergens * <input type="checkbox"/> Dairy <input type="checkbox"/> Eggs <input type="checkbox"/> Fish <input type="checkbox"/> Peanuts <input type="checkbox"/> Shellfish <input type="checkbox"/> Soy <input type="checkbox"/> Tree Nuts <input type="checkbox"/> Wheat <input type="checkbox"/> None
CN or PFS <input type="button" value="Choose File"/> No file chosen	Image 2 <input type="button" value="Choose File"/> No file chosen
Link <input type="text"/>	Image 4 <input type="button" value="Choose File"/> No file chosen
Image 1 * <input type="button" value="Choose File"/> No file chosen	Misc. Information <input type="button" value="Choose File"/> No file chosen
Image 3 <input type="button" value="Choose File"/> No file chosen	
A List? <input type="checkbox"/>	
Smart Snack <input type="checkbox"/>	
Domestic Item <input type="checkbox"/>	

All the starred items below are required

***Item Name:** The name of the item that will be displayed for the directors. Try to use something descriptive but keep it short.

***Code:** The actual manufacturer code, not a distributor code.

***Approximate Unit Cost:** What the director can expect to pay including distribution cost estimate.

***Case/Pack:** The unit size and number of servings per case.

***Vendor Description:** Here you can enter a few short sentences about the item and the benefits of using it.

***CN Crediting:** How the item credits. Enter N/A if the item does not provide a C/N credit.

***Stock Status:** Whether the item is in stock currently at our distributors.

***Commodity Eligible:** Check if the item can be used for processing.

***Allergens:** Check all that apply or none if none.

***Nutritionals and Ingredients:** Upload a spec or sales sheet for the item that contains this information.

***Image 1:** At least one image of the product is required. You may upload 3 additional photos as well.

Misc. Information: Upload a second document for the item as needed.

A List: Check this box if the item is on the Mass. A List.

Smart Snack: Check this box if the item qualifies as a Smart Snack.

Domestic Item: Check this box if the item meets the Buy American criteria

CN or PFS: Please upload this information if the item has a CN credit. (optional)

Link: Paste a link to the item’s website, YouTube video or other web content.

If you are at your subscription limit, this option to add a new item will not be available. At this point you have a few options:

1. Inactivate an existing item. This will save the entry if you want to reactivate it later. Simply click the red **Inactive** in the right column to reactivate. Inactive items are also indicated by a  before the item name.
2. Delete an item. This is not recommended unless you are sure you want to remove this item permanently. If you want to re-add it, you will have to start from scratch.
3. Increase your subscription limit from 3 to 10 items. To do this, click on the “Request Subscription Increase” link in the right column of the Brand listing or simply send us an email.



Outstanding Sample Requests	Edit Brand	View/Add Items	Subscription Limit	Active Item Count	View Invoices	
 1	 edit	 view	3	2	 view	Request subscription increase

After you add a new item, the districts automatically receive an email notification with basic information about the item:

A New Showcase Item has been added by Jennie-O > Inbox x



Food for Schools Showcase <new_item@food4schools.com>
to showcase ▾

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.



Jennie-O has added the following item to the Virtual Showcase: Sliced Turkey.

Really yummy item for a la carte



To see more details, ask a question or request samples, please log into your District Dashboard and click on the Virtual Showcase link.

[NH District Dashboard](#)

[MA District Dashboard](#)

THIS EMAIL DOES NOT ACCEPT REPLIES.

Viewing Items

Click on the View/Add Items link for the brand. You will be taken to the list of items for that brand. Here you see basic information for each item, including:

- Your subscription limit and items remaining.
- The number of outstanding sample requests.
- The number of comments.
- The overall rating from all groups
- A link to delete the item.
- A link to Activate or Deactivate the item. Your subscription limit determines whether you may have 3 or 10 active items. You can deactivate an item, and it will not count against your subscription, or be visible to directors. You may reactivate it later without having to re-enter all the data.
- The number of reminders sent for that item.



Showcase Items - Aunt Millie's Bakery

Subscription limit: 10

Items remaining: 4

[Get Help](#)

[+ Add New Item](#)

search by keyword

Showing 1-6 of 6

Item	Code	Date Posted	Varieties	View and Edit	Outstanding Sample Requests	Number of Comments	Average Rating All Groups	Delete Item	Status - click to edit	Reminders sent
Bread, Sliced	9520	02/26/2021	1	view	0	0	☆☆☆☆☆	delete	<input checked="" type="checkbox"/> Active	0
Hamburg Bun	7491	02/26/2021	1	view	0	0	☆☆☆☆☆	delete	<input checked="" type="checkbox"/> Active	0
Dinner Roll	7388	02/26/2021	2	view	0	0	☆☆☆☆☆	delete	<input checked="" type="checkbox"/> Active	0
Hot Dog Bun	7287	02/26/2021	1	view	0	0	☆☆☆☆☆	delete	<input checked="" type="checkbox"/> Active	0
Breadstick	7480	02/26/2021	0	view	▲ 1	0	☆☆☆☆☆	delete	<input checked="" type="checkbox"/> Active	0
Sub Roll	7213	02/26/2021	2	view	▲ 1	0	☆☆☆☆☆	delete	<input checked="" type="checkbox"/> Active	0

Item Details

To see more detailed information about an item, click on the View and Edit link from the Item list. The first section shows the basic information about the item that you entered, including any images. If an item is A List, Smart Snack, or Domestic, icons appear at the top of the detail page. This is also what the district user sees. There are links at the top to edit the information or to send a reminder to the districts. See the Sending a Reminder section for more details on this feature.



[Send a Reminder](#)

[Edit Item](#)

[Add Variety](#)

Sub Roll

Brand	Aunt Millie's Bakery
Code	7213
Approx. Unit Cost	\$0.26
Case\Pack	12/8 Count
Nutritionals and Ingredients	7213wholegrainslicedsubbun5_128ct.pdf
Link	
A List?	Yes
Smart Snack	Yes

CN Crediting	1 Bun=2 Grains
Allergens	Wheat
Reminders sent (max of 2 per item):	0
CN or PFS	
Misc. Information	
Vendor Description	Sub Bun 5", Sliced, Whole Grain
Commodity Eligible?	No
Domestic Item	Yes

Product Images

Click to enlarge



Next are the group ratings and projections. This is a summary of the individual member ratings and projections for each of our groups as well as a date if the item has been reviewed, the results of the review, and whether we are looking to add the item to any of our bids.

Group Ratings and Projections

Average Rating NHBG-N	☆☆☆☆☆	Average Rating NHBG-S	☆☆☆☆☆	Average Rating MSBG-E	☆☆☆☆☆	Average Rating MSBG-W	☆☆☆☆☆
Projected Usage NHBG-N		Projected Usage NHBG-S		Projected Usage MSBG-E		Projected Usage MSBG-W	
Reviewed by NHBG Date	12/28/2020			Reviewed by MSBG Date			
NHBG Results				MSBG Results			
Added to Bids:	NHBG-N, NHBG-S, MSBG-E, MSBG-W						

Comments and questions that have been submitted about the item are next. These are sorted by item. You can see the comment or question and enter a reply in the Vendor Response area. This response is visible to all the directors using the site. You can also reach out to the individual directly if they have provided contact information. Additionally, you will receive an email each time a comment or question is submitted.

Comments and Questions

search by keyword

[Export](#)

Code	Question/Comments	Vendor Response - click to enter	Director Name	District name	Director Email	Date Posted
Pancakes						
333555	How fluffy is this?	This item is very fluffy	Tom Thumb	Franklin	twgimg@tds.net	01/24/2021
333555	Are these whole grain?	Yes they are	George Wheeler	Franklin	gg@fffd.com	01/24/2021

The next section shows any sample requests directors have made in the system. You can see the specifics of the request here. There is a spot for you to make a note that only you can see, enter a Date Sent, and a check box if the request has been completed. There will be a notification on the item and brand lists until you check the Completed box for the request. You can filter the requests using the 3 options at the top of the table:

Sample Requests

[All Requests](#)
[Open Requests](#)
[Closed Requests](#)

[Export](#)

Date/Time	Code	Brand	Director Name	Address	Phone	Email	Director Comment	Amount needed	District Name	Completed	Date Sent	Vendor Name
Sub Roll												
03/11/2021	7213	Aunt Millie's Bakery	Melodie Stevens	127 Regional Road Whitefield, NH 03598	(603) 837-9031	mstevens@sau36.org		1 case	SAU 36 White Mountains Regional School District	Yes	03/31/2021	Hi Melodie Thank you
 03/15/2021	7213	Aunt Millie's Bakery	Nancy Cate	255 Seavey Road Belmont, NH 03220	(603) 267-6525	ncate@sau80.org		20	Shaker Regional School District	No	03/24/2021	

Last are the individual member ratings. You can filter the list by group, rating, date, etc.

Member Ratings

[Export](#) [Add filters](#)

Code	Rating	Group	Comment	Director Name	District	Date Posted
Pancakes						
333555	★★★★☆	NHBG - South			salem	01/26/2021
333555	★★★★★	NHBG - North	Great item	Test User	Laconia	01/24/2021

Sending a Reminder

You can send up to 2 email reminders, with a custom message for each item. To see this option, the item must be active. Once 2 reminders are sent, this option is no longer available. This feature is helpful if the item has been on the Showcase for a while, or if it has been inactivated and then reactivated. Simply click on the Send a Reminder button and enter your message. The item, brand and code are automatically included in the reminder to the districts.

The screenshot shows a web interface for sending a reminder. At the top, there is a breadcrumb trail: [Showcase Home](#) > [Showcase Items](#) > [Item Details](#). Below this, there are two buttons: "Send a Reminder" (highlighted with a blue arrow) and "Edit Item".

Below the buttons, the item details are displayed:

test	
Brand	Test
Code	oij
Approx. Unit Cost	\$0.19

Below the item details, there is a section titled "Send a Reminder". This section contains three input fields for "Item:", "Brand:", and "Code:", each with the corresponding value from the details above. Below these fields is a "Message" field with a red asterisk indicating it is required. At the bottom of this section is a "Submit" button.

Editing an Item

At the top of each Item Detail page is a link to Edit the Item. Simply click this option and you will be presented with a screen to edit, like the screen you used when adding the item:

Edit Item

Item Name * <input type="text" value="Sub Roll"/>	Vendor Description * <input ,="" grain"="" sliced,="" type="text" value="Sub Bun 5" whole=""/>
Code * <input type="text" value="7213"/>	CN Crediting * <input type="text" value="1 Bun=2 Grains"/>
Approx. Unit Cost * <input type="text" value="0.26"/>	Stock Status * <input type="text" value="DOT"/>
Case\Pack * <input type="text" value="12/8 Count"/>	Commodity Eligible? <input type="checkbox"/>
Nutritionals and Ingredients * <small>7213wholegrainslicedsubbun5_128ct.pdf remove</small> <input type="button" value="Choose File"/> No file chosen	Allergens * <input type="checkbox"/> Dairy <input type="checkbox"/> Eggs <input type="checkbox"/> Fish <input type="checkbox"/> Peanuts <input type="checkbox"/> Shellfish <input type="checkbox"/> Soy <input type="checkbox"/> Tree Nuts <input checked="" type="checkbox"/> Wheat <input type="checkbox"/> None
CN or PFS <input type="button" value="Choose File"/> No file chosen	Status Active
Link <input type="text"/>	Misc. Information <input type="button" value="Choose File"/> No file chosen
A List <input type="checkbox"/>	Image 2 <input type="button" value="Choose File"/> No file chosen
Smart Snack <input type="checkbox"/>	Image 4 <input type="button" value="Choose File"/> No file chosen
Domestic Item <input type="checkbox"/>	
Image 1 *  <small>remove</small> <input type="button" value="Choose File"/> No file chosen	
Image 3 <input type="button" value="Choose File"/> No file chosen	

Adding a Variety

To add a variety, click on the  icon at the top of the Item Detail screen. You can add the variety or flavor, code, a note, and an individual spec sheet, which is optional. The varieties appear just above the item images for both the vendor and the district. If there are no varieties of an item, this table does not appear.

Add Variety

Sub Roll

Variety/Flavor *

Code *

Note

Spec Sheet

No file chosen

The number of varieties also appears in the item list.

	Code	Date Posted	Varieties	View and Edit	Outs
ce Cup - Strawberry	STR0298	02/09/2021	0	view	
ce Cup - Fruit Punch	FRP0175	02/09/2021	0	view	
ce Cup - Cherrymoiji	CHI0458	02/09/2021	0	view	

Bid Winners

At the top of your Dashboard, you will see links for NHBG Bid Winners and MSBG Bid Winners. These lists show items that are being considered, after group evaluations and sampling, for bid addition. These are generally items that have been highly rated and have significant estimated usages for one or more groups or zones. You can see the bid(s) that may be adding the items on the right of the list:

Food for Schools

[Showcase Home](#) > [Bid_Winners_NHBG](#)
Print Logged in as **Tim Goossens** - [Account Settings](#) - [Log Out](#)

NHBG Bid Winners!

Item	Code	Reviewed by NHBG Date	NHBG Results	Rating NHBG-N	Projected Usage NHBG-N	Rating NHBG-S	Projected Usage NHBG-S	Added to Bids
Rich's								
Flatbread	663930	12/28/2020						NHBG-N, NHBG-S, MSBG-E, MSBG-W
French Fries	333555	01/24/2021						NHBG-N, NHBG-S, MSBG-E, MSBG-W
Pancakes	333555	01/24/2021			200			NHBG-N, NHBG-S, MSBG-E, MSBG-W

[Back to Showcase Home](#)

What the District sees

The district user has a similar dashboard as the vendor, but with a few differences.

- The district user sees ALL brands from All vendors in one list.
- They can see how many new items have been added in the last 14 days by brand.
- They can see the 25 newest items across all brands.
- They can see the top 25 rated items across all brands.
- They can create a list of favorites to monitor how these items are doing within the groups.



Welcome Laconia School District!

[My Favorites](#)

[Top 25 Rated Items](#)

[25 Newest Items](#)

search by keyword

search

	Brand	Total Items	View Items	
	Rich's	2	View Items	 2 new items in the last 14 days
	Jennie-O	1	View Items	 1 new items in the last 14 days

On the Item list, district users can see and access the contact information for the brand and see key data about the item immediately.



Showcase Items - Rich's

Broker Infinity Infusion
Contact Name John Smith
Contact Email jgoossens@food4schools.com
Contact Phone (603) 630-1234

search by keyword

100 per page

Date Posted	Details	Item	Code	Vendor Description	Approx. Unit Cost	Allergens	Rating NHBG-N	Rating All Groups	Nutritionals and Ingredients	Stock Status	CN Crediting
01/24/2021	View	Pancakes	333555	Light and fluffy	\$0.33	Dairy, Eggs, Wheat	★★★★★	★★★★★	goodoldfashionedpancakes_allrecipes.pdf	In stock at PFG and TFI	1=1WG
01/24/2021	View	French Fries	333555	Crispy	\$0.19	None	☆☆☆☆☆	☆☆☆☆☆	goodoldfashionedpancakes_allrecipes.pdf	Not in stock	1/4 cup = 1/4 cup

On the Item detail page, users can submit questions or comments (for you to see and respond to), request samples, and provide ratings and projections. All this data is visible to you on your own dashboard.

Food for Schools

[Showcase Home](#) > [Showcase Items](#) > [Item Details](#)

Pancakes

Code	333555	Commodity Eligible?	Yes
Vendor Description	Light and fluffy	CN Crediting	1=1WG
Stock Status	In stock at PFG and TFI	Allergens	Dairy, Eggs, Wheat
Approx. Unit Cost	\$0.33	Nutritionals and Ingredients	goodoldfashionedpancakes_allr
Case/Pack	144 ct	CN or PFS	
		Link	

Thank you for participating in the Food for Schools Virtual Showcase!

Please reach out to us by email at info@food4schools.com

