

A close-up photograph of a black metal tray containing several pieces of grilled chicken, red and green bell peppers, and a purple onion, garnished with fresh rosemary. The food is arranged diagonally across the frame.

#PROTEIN MOMENT

July 27-29, 2026

Innisbrook Resort
Palm Harbor, Florida

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Foodservice for Foodservice

- Aiming to become Top-1 Asian food distributor in Midwest and Mid-Atlantic by 2030
- 12 DC's act as affiliated partners
- Focus on do-it-all ethnic food places in value-tier bracket



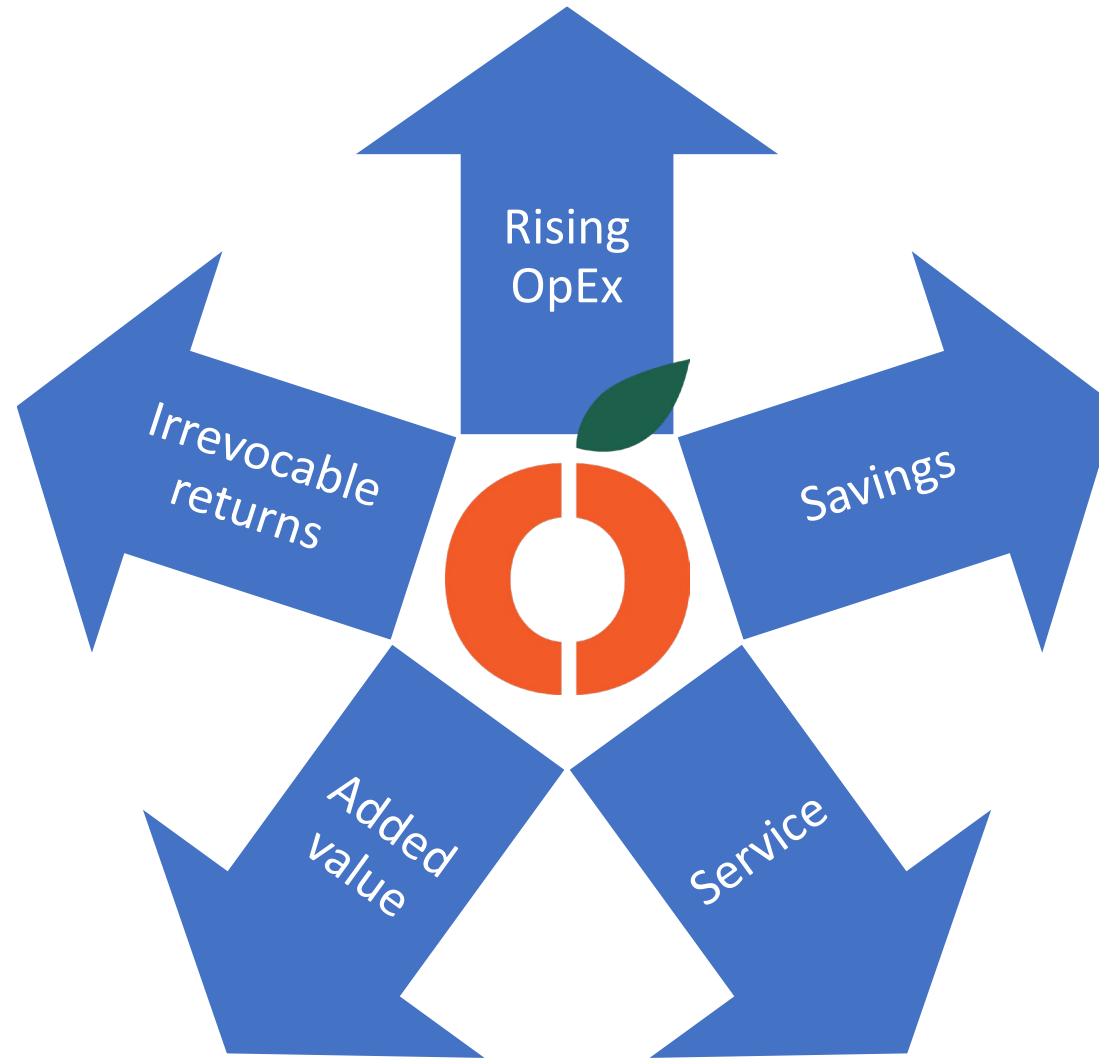
Ethnic foodservice: Expectations vs Reality

• Constant product availability	• Seasonal shortages / oversupplies
• Competitive pricing	• Unstable margins
• Shelf-life flexibility	• Operational cost issues
• Exclusive ethnic brand offers	• Consumer price sensitivity
• Overnight delivery	• Short-term planning scope

Thin margins in economy bracket require flexibility both from foodservice and restaurants to keep everyone afloat.

Cheap protein is the core ingredient of success.

Key challenge: fighting divergence



Customer Education vs Tradition

- Traditional ethnic restaurants cook in house – hard to sell added value products
- Fresh items as preferred choice
- Trying new products when savings are obvious

- Who is investing in education?
- Should we follow all trends?
- How to get direct access to end customers?
- Who is our future customer in 5 / 10 years?