

# 2023 in a bite

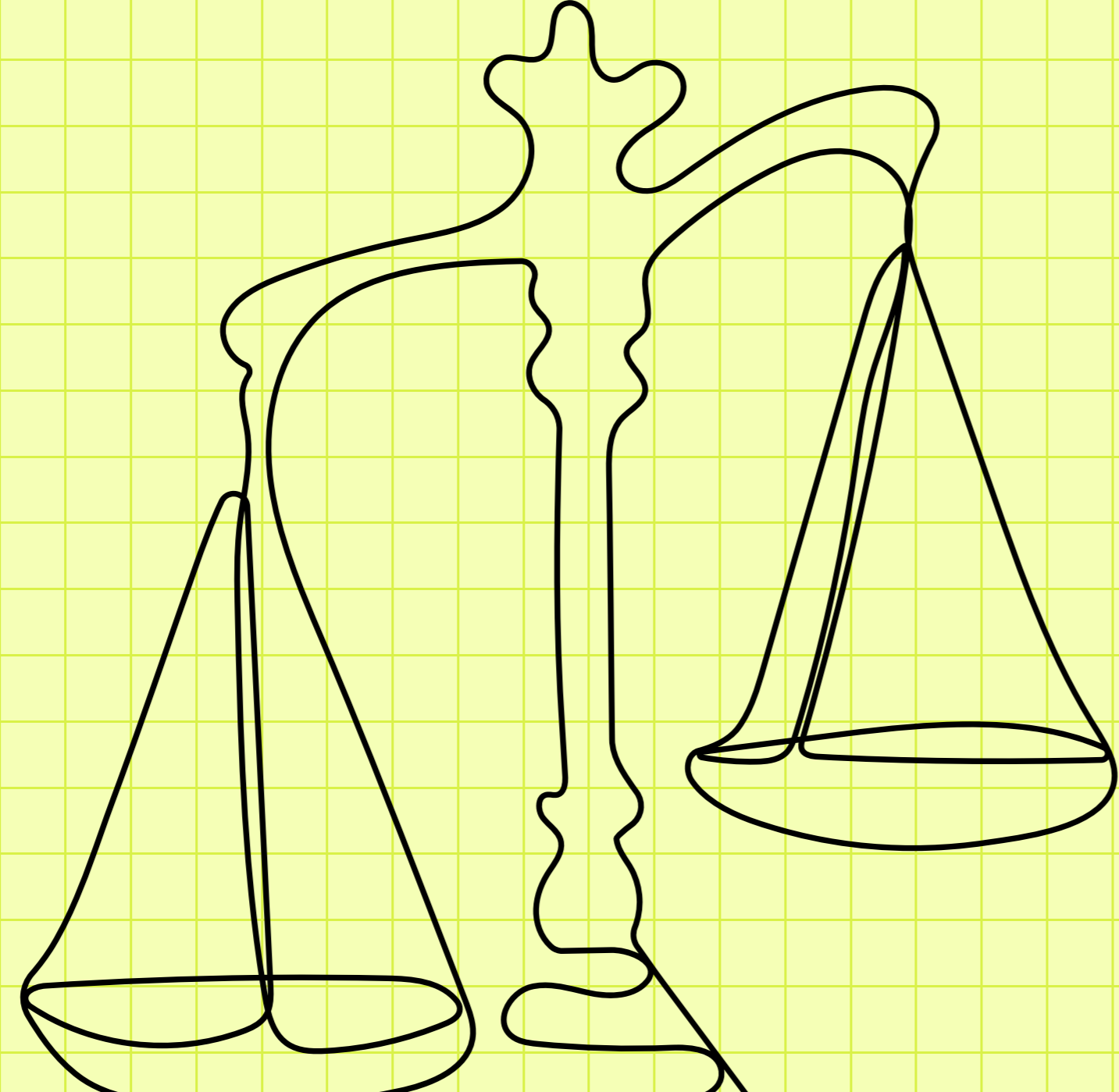
Our year-end insights report uncovers huge price variances and food cost trends for restaurants

## Restaurants are overcharged up to 51% on food products

Synthesizing thousands of pricing data points gathered in real-time from the nation's largest food distributors, Zitti has compiled a report that reveals an alarming trend: prices on identical food items can vary by as much as 51%.

The report also illuminates price trends for essential products. While commodity price trends are publicly accessible, Zitti provides insights into actual wholesale prices, which encompass all factors influencing food distributors' quotes to restaurants—impacting the consumer more significantly.

This egregious price variance, particularly at a time when food costs comprise a third of restaurant expenses, highlights the need for the transparency and actionable insights **Zitti delivers through our universal Order Guides**.

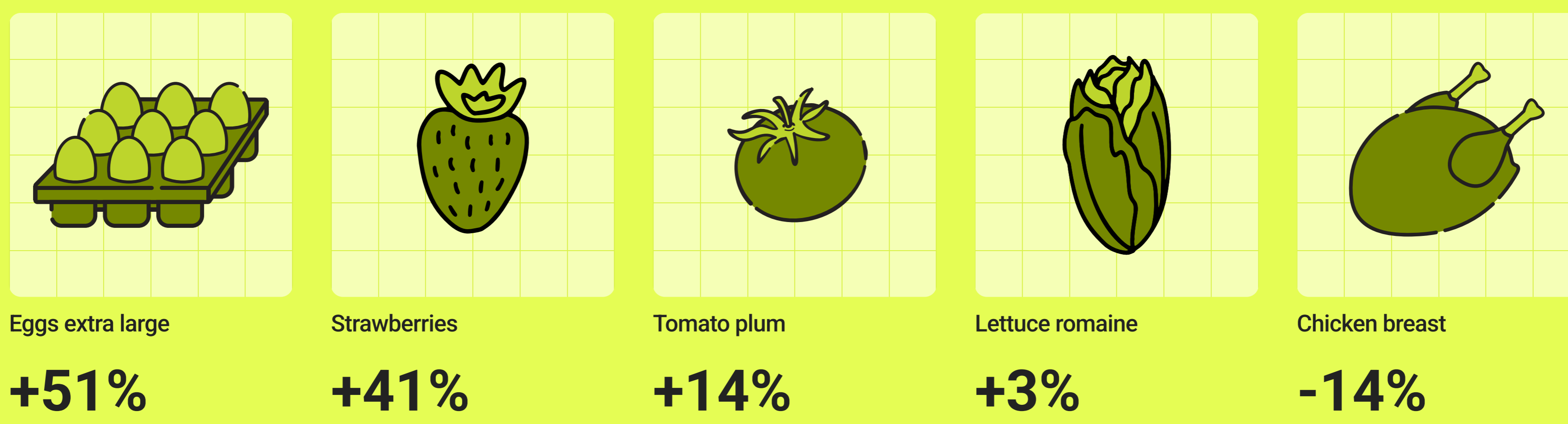


# 27%

Zitti customers see an average price difference of 27% from suppliers on items included in their Order Guide

## Wholesale Q4 price trends

Here's how prices on key items have moved in the last 60 days



## Zitti saves restaurants over 5% on food costs

[Get started →](#)

Order Guides deliver the food price transparency restaurants need to combat rising food costs.

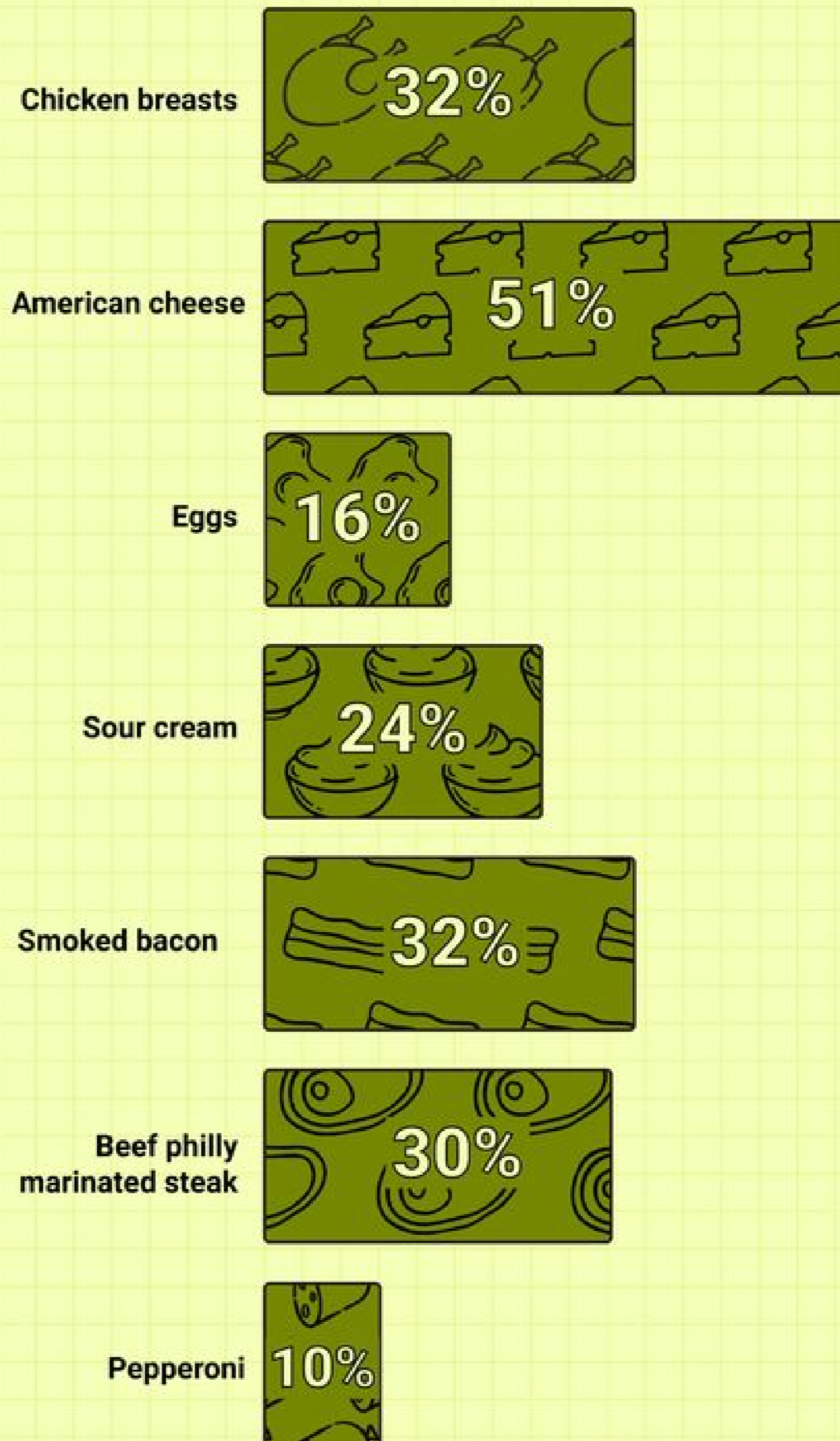
- 1 Directly compare prices on like-for-like items from your preferred suppliers
- 2 Gain market price insights to understand how your prices compare to other restaurants in your region
- 3 Streamline your ordering process by placing orders directly through Zitti

## Price variances by category

We compared prices across major suppliers to expose some of the biggest price variances our customers experience. All items compared below are exact matches, meaning they are the same brand, quality, and pack specifications.

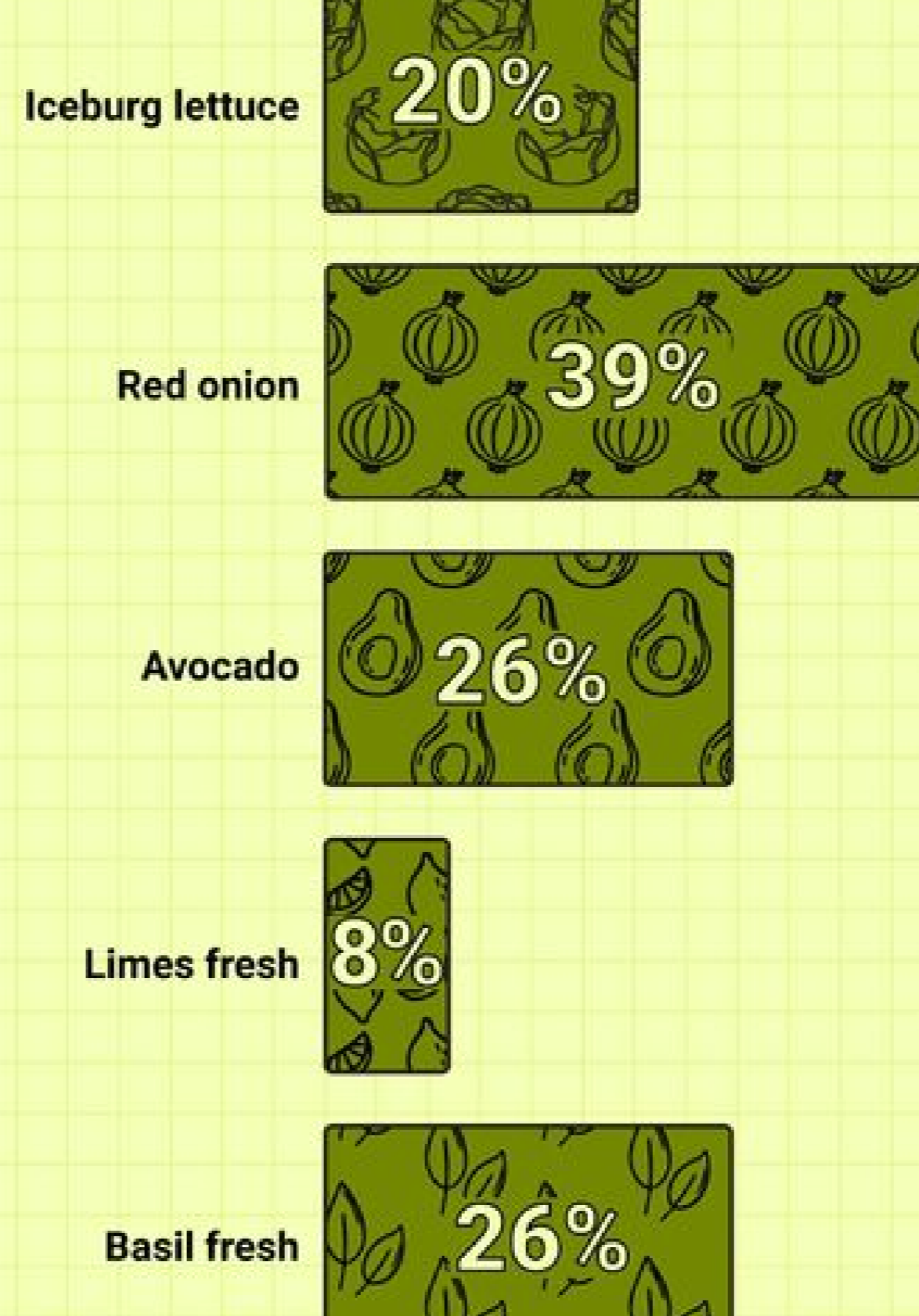
### Meat, eggs & dairy

High-value items like meats, eggs, and cheeses had some of the biggest price variances. This can have a significant impact on a restaurant's bottom line.



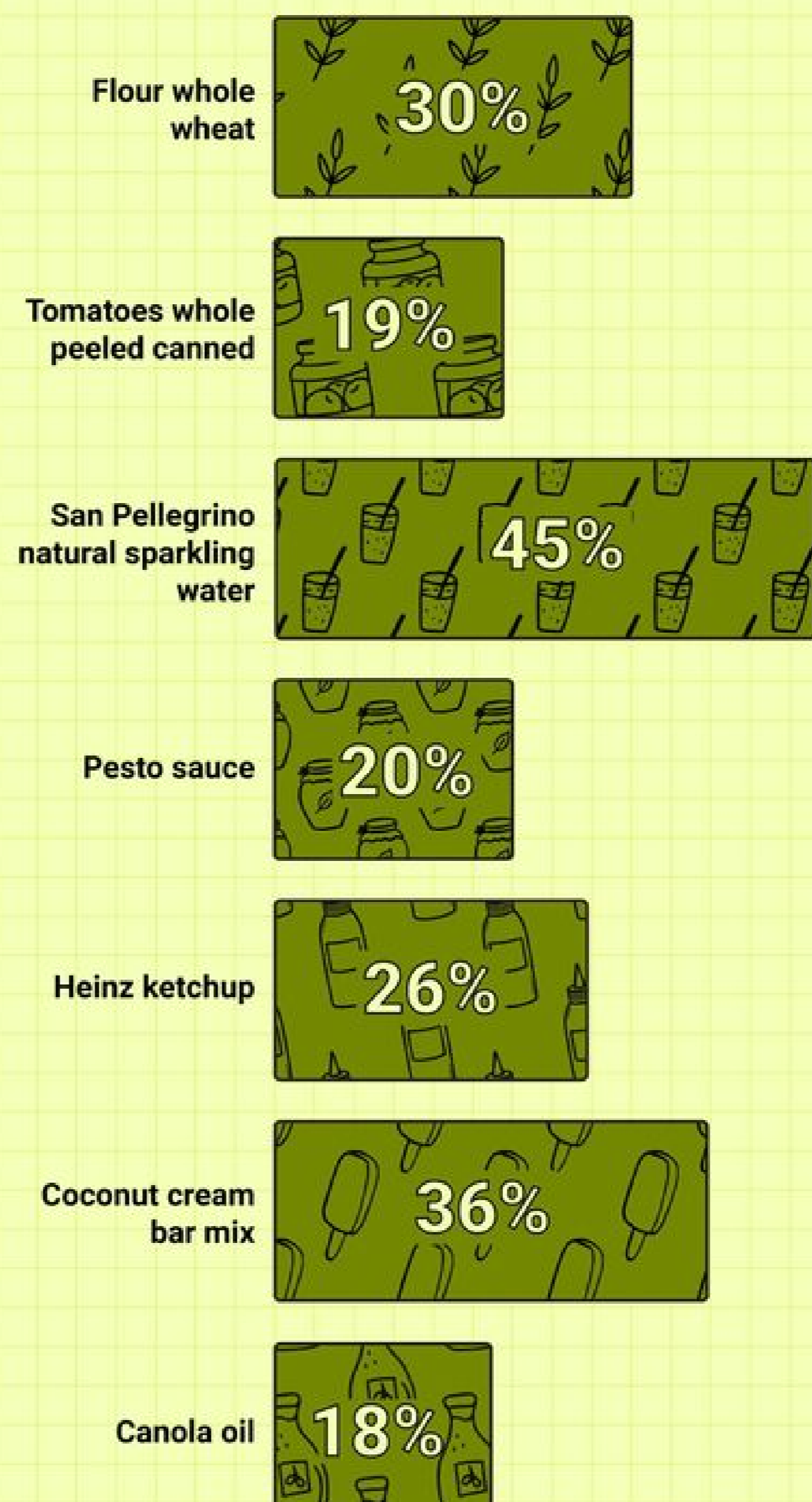
### Produce

Produce items see some of the most frequent price changes, making it more difficult for restaurant owners and chefs to differentiate price changes due to seasonality from food inflation.



### Dry, canned & other

Most restaurants are sensitive to price changes on produce or meats. This makes pantry items more vulnerable to price inflation to maintain margins for suppliers.



The 2023 insights report embodies Zitti's mission to equip restaurants with the data they need to tackle rising costs effectively. Our platform's capacity to disclose these price variances and trends is indispensable, particularly when profit margins are under pressure.



CEO & Founder  
Dante DiCiccio