

Investing for Growth



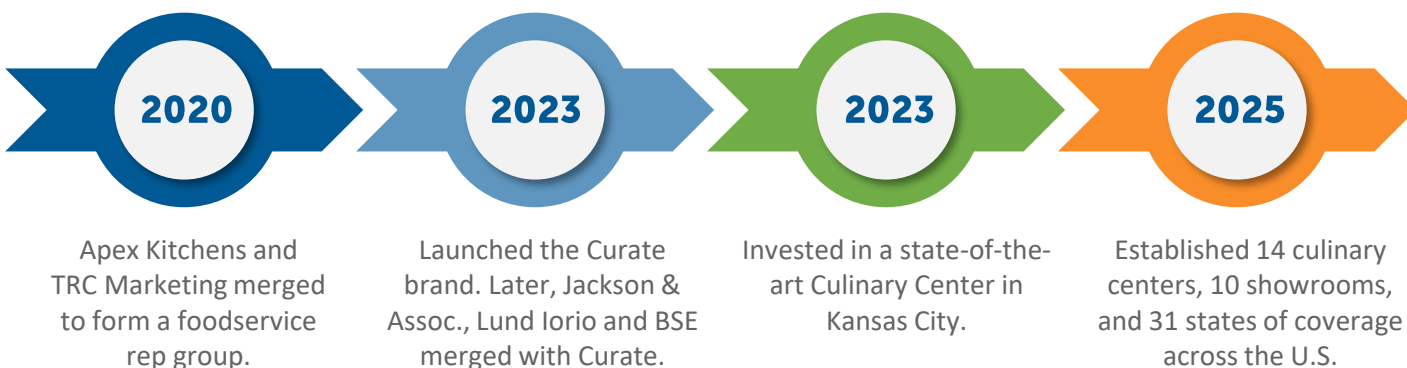
Foodservice Equipment & Supplies Industry

Through a strategic blend of specialized expertise, tech-driven sales enablement, and long-standing relationships, Forward Solutions is poised to carve a path of significant growth in the foodservice equipment and supply channel.

Forward Solutions' decision to invest in expansion within the foodservice equipment and supply channel represents a strategic move to bolster its capabilities and better serve its customers. Signifying more than growth alone, it reflects a transformative journey toward improving customer value.

This investment is rooted in profound market insights and promising forecasts. The North American foodservice equipment market was valued at \$8.2B and is projected to grow at a CAGR of 5.1% from 2024 to 2030.¹ This growth is driven by factors such as the rising demand for quick service restaurants, incorporation of digital services, and increasing focus on food safety and health standards.²

With a commitment to nurturing client growth in the foodservice and equipment supply channel, Forward Solutions has continued to invest the last 5 years through strategic mergers and customer centers:



Curate goes beyond traditional M&A, prioritizing strategic partnerships over absorption. Companies retain their unique strengths while integrating into a broader network, enhancing the foodservice market. This model preserves expertise, relationships, and market knowledge, fostering synergy and growth without loss of identity.



¹ <https://www.grandviewresearch.com/industry-analysis/north-america-food-service-equipment-market-report>; ² <https://www.mafsi.org/>

*Top NPS Score from 2024 External Study across US Manufacturers & Distributors in Facility Supply, Foodservice, Industrial, and Electrical Channels © Forward Solutions 2025. All rights reserved.

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FORWARD
SOLUTIONS 



Here's why Forward Solutions' commitment to the foodservice equipment and supply channel spells good news for Curate's current factory partners, channel partners, and operators:

Industry & Product Expertise

Five decades of experience and contacts in the field enable our dedicated specialists to promote our factory partners with broad yet strategically targeted brand exposure, both digitally and in person.

“*Curate differentiates itself with the amount of sales reps, the people, and the scale of people's backgrounds... Curate is really specialized - they have put the people and resources into really knowing that market segment.*”

VP of Sales of Foodservice Equipment Distributor

Service Quality & Reliability

We invest in the tools and resources that ensure a higher level of service for our factory partners. Whether it is gaining access to our skilled specialists and customer support for quick answers or pushing out your brand message through our proprietary sales and marketing enablement tools, we provide consistent high-level service.

“*I am impressed with the Curate team you have assembled. The responsiveness and professionalism in this group is honestly unmatched.*”

Principal at Foodservice Equipment Manufacturer

Tech-Enabled Sales Team

Forward Solutions has invested heavily in equipping its sales team with cutting-edge technologies and tools, empowering them to navigate the complexities of the foodservice equipment channel with agility and precision.

From data analytics and CRM systems to AI-powered insights, the tech-enabled sales team at Forward Solutions will accelerate business growth and deliver pipeline visibility to factory partners.

“*We want market intelligence and sales data coming out of the rep group (e.g. what is happening with pricing, discounting, etc.). What's going on in the market? If we do lose a deal, we want to know why.*”

CFO of Foodservice Equipment Manufacturer