



Introducing

KCHALLA

AI and Machine Learning

Built *FOR* The Food Industry

&

Built *BY* The Food Industry

Inside: an early preview as Kochalla evaluates 'Tidewater Foods'

KACHALLA PRESENTS



Tidewater Foods

Two guides. Thousands of imaginary restaurants. A suspicious amount of real insight

WITH YOUR GUIDES:





Tidewater Foods

25,012 imaginary restaurants.

19,000,000* rows of data



Ever wonder
How many
burger-and-bratwurst
joints sell
shepherd's pie
on Tuesdays
when Mercury
is in Gatorade?
We've got you.



*Every number in Tidewater was synthesized by AI.
The alternative was typing 19 million rows
ourselves, and we wanted to be alive for the
product launch.

PLEASE DON'T SUE US, WE ARE SUPER CUTE

K⁺CHALLA vs. *Doing It by Hand*

7,204,855 learned readings.

At one minute each, with no coffee, weekends, or bathroom breaks:



120,081 hours.
58 years.

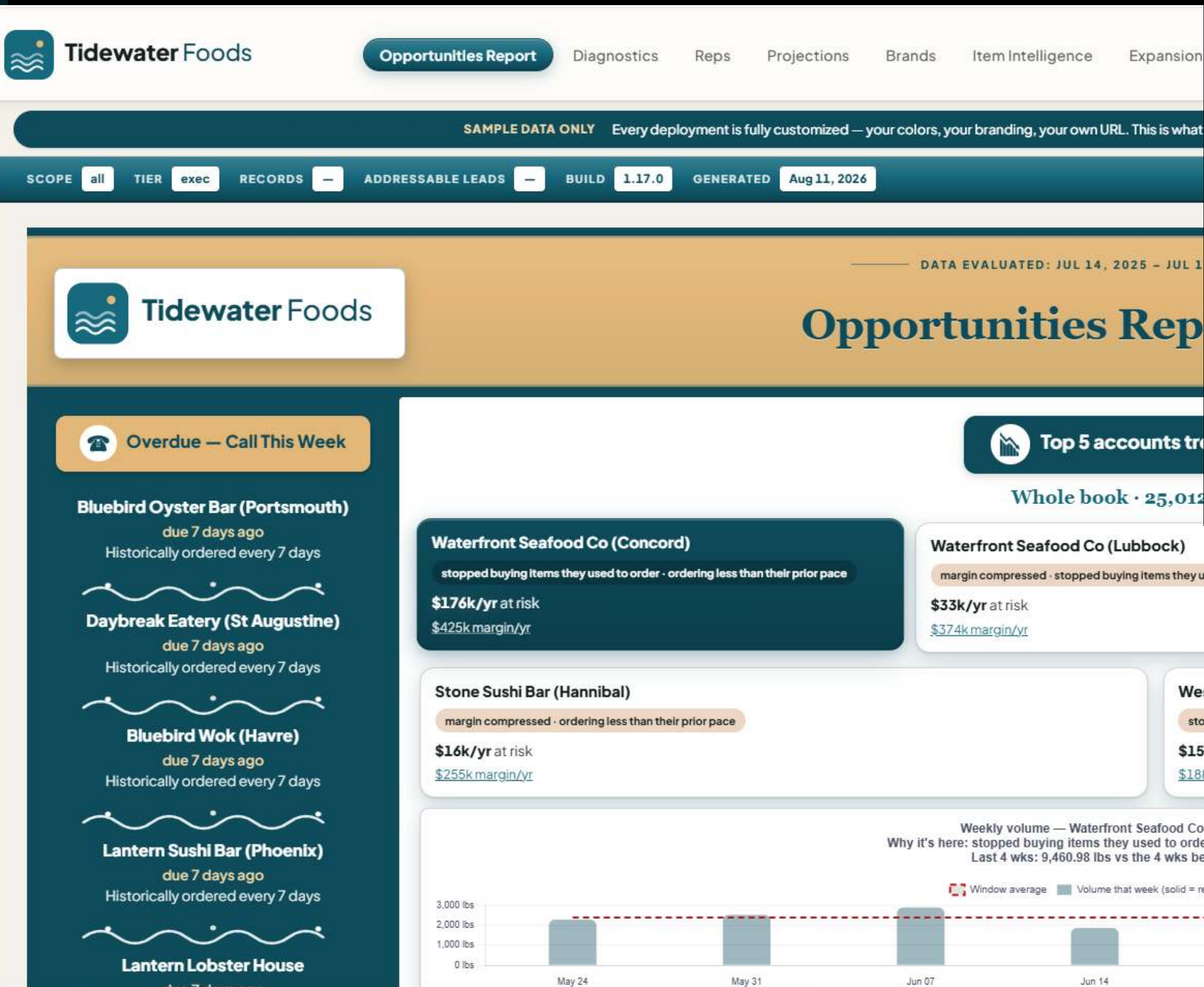
The intern you hired this morning retires before the first pass is finished.
Want it refreshed every month?



You'll need 693 full-time analysts. And probably a much bigger coffee machine.

Kochalla does it before lunch.
For every customer. Every cycle.





Your team gets the story before the call,
not the autopsy afterward.

Of Tidewater's 25,012 customers,
16,244 have at least one product
they used to buy and quietly
stopped.

Kochalla found every one of them

It knows what they paid, when their ordering rhythm
changed, what similar restaurants still pay, and what
nearby lookalikes buy that they do not.



Hate computers? No problem.
(Weird, but okay.)

If you can push a button,
you're a genius here.

 **Overdue — Call This Week**

Bluebird Oyster Bar (Portsmouth)
due 7 days ago
Historically ordered every 7 days

Daybreak Eatery (Augustine)
due 7 days ago
Historically ordered every 7 days



Customer diagnostic

Bluebird Oyster Bar (Portsmouth)
• QSR Seafood • Richmond DC • Susan Murphy

RECOVERY LEAD

Recent lapse pattern

WHY THIS LEAD MADE THE LIST

due 7 days ago · historically ordered every 7 da

Include

HOW THIS DEVELOPED

Orders this account about every 1 week. Last order was more than double the usual gap.

ORDER WEEKS

FW51 · FY25 FW52 · FY25 FW1 · FY26 FW2 · FY26

FW4 · FY26 FW5 · FY26 FW6 · FY26 FW7 · FY26

FW9 · FY26 FW10 · FY26 +14 more

\$73,607
REVENUE CURRENT

\$54,810
REVENUE PRIOR

+3
CH

14 days ago
LAST PURCHASE

\$8,909
EST. EXPANSION

ACTIVE ACCOUNT Last purchase 14 days ago; 2 categor

Customer diagnostic

REVENUE CURRENT REVENUE PRIOR CHANGE

14 days ago
LAST PURCHASE

\$8,909
EST. EXPANSION

ACTIVE ACCOUNT Last purchase 14 days ago; 2 categor

Revenue history

Monthly revenue, current vs prior

\$8K \$6K \$4K \$2K \$0K

Jul '25 Aug '25 Sep '25 Oct '25 Nov '25 Dec '25

Current Prior

Category breakdown

Last purchase and revenue per category / sub

Seafood

2 weeks ago \$73,229

ITEM LAST PURCHASE VOLUME REVENUE MARGIN %

Fish 2 weeks ago 493 lbs \$51,976 26.5%

Crab 4 weeks ago 85 lbs \$21,169 17.9%

Lobster & Crawfish 3 weeks ago 15 lbs \$47 22.2%

Shrimp 6 months ago 64 lbs \$37 23.4%

Beef

2 weeks ago \$302

ITEM LAST PURCHASE VOLUME REVENUE MARGIN %

Game Meat 2 weeks ago 143 lbs \$280 18.7%

Burgers 7 months ago 7 lbs \$22 6.4%

More information in one
popout than most
platforms give you after six
tabs and a support ticket.

And there's still 9 more tabs

The image shows a screenshot of the Tidewater Foods dashboard. The top navigation bar includes links for Opportunities Report, Diagnostics (highlighted), Reps, Projections, Brands, Item Intelligence, Expansion, Goals, Action Center, and Demand. A search bar and a 'Log out' button are also present. Below the navigation bar, there are filters for CATEGORY, REP, ACTIVE, GRAIN, and BASELINE. The main content area displays several key performance indicators (KPIs) in a grid layout:

- REVENUE**: +\$7.0M (up 28.1% vs prior month, Current month: \$32.0M)
- MARGIN \$**: +\$1.1M (up 28.5% vs prior month, Current month: \$1.1M)
- VOLUME SOLD**: +351.0K units (up 25.0% vs prior month, Current month: 351.0K units)
- REVENUE AT**: \$54 (From customer)

A large, stylized sign with the text "SHUT THE FRONT TAB!" is overlaid on the dashboard. The sign is maroon with gold lettering and a gold star in the top right corner. Two cartoon characters are positioned on either side of the sign: a small robot on the left and a llama wearing sunglasses and a saddle on the right. A large orange arrow points from the top navigation bar towards the sign.

Instantly see
what's driving
your main KPIs



Revenue — top accounts		
Revenue — top accounts Current period vs prior period · bar = change vs prior · click an account for its items		
DECLINING	no change vs prior	GROWING
current \$116K	+\$17K	Waterfront Seafood Co (Houston) Samantha Jones
current \$153K	+\$28K	Waterfront Seafood Co (Houston) Bruce Kim
	+\$31K	Meadow Bistro (Sparks) Rachel Carter
	+\$45K	Waterfront Seafood Co (Houston) Steven Bennett
	+\$46K	Whisper Garden (Washtenaw) Beth Green
	+\$49K	Westside Kitchen (Cottawatomie) Amy Hamilton
	+\$63K	Midtown Garden (Aurora) Rachel Fisher
	+\$77K	Bayside Restaurant (Lakewood) Terri Kelly
	+\$78K	Lantern Cafe (New York) Stacy Rivera
	+\$79K	Westside Burrito (New York) Lisa Cruz
	+\$80K	Highland Sushi Bar (New York) Barbara Morris
	+\$82K	Jasmine Wok (New York) Danielle Webb
	+\$90K	Quarry Wok (New York) Scott Sanchez
	+\$91K	Main Street Diner (New York) Andrea Moore
	+\$91K	Falcon Bistro (New York) Kara Murphy
	+\$96K	Cactus Sushi Bar (New York) Jane White
	+\$103K	Kingfisher Wok (New York) Roger Green
	+\$103K	Stone Sushi Bar (New York) Nathan Ross
	+\$132K	Acme Cafe (New York) Samantha Jones

Select an account, and their item list populates
in the table below.
Toggle between accounts in seconds

Revenue — top accounts

current \$259K

+\$217K

Union Sushi Bar (Ballar...
Scott Sanchez

Waterfront Seafood Co (Houston)

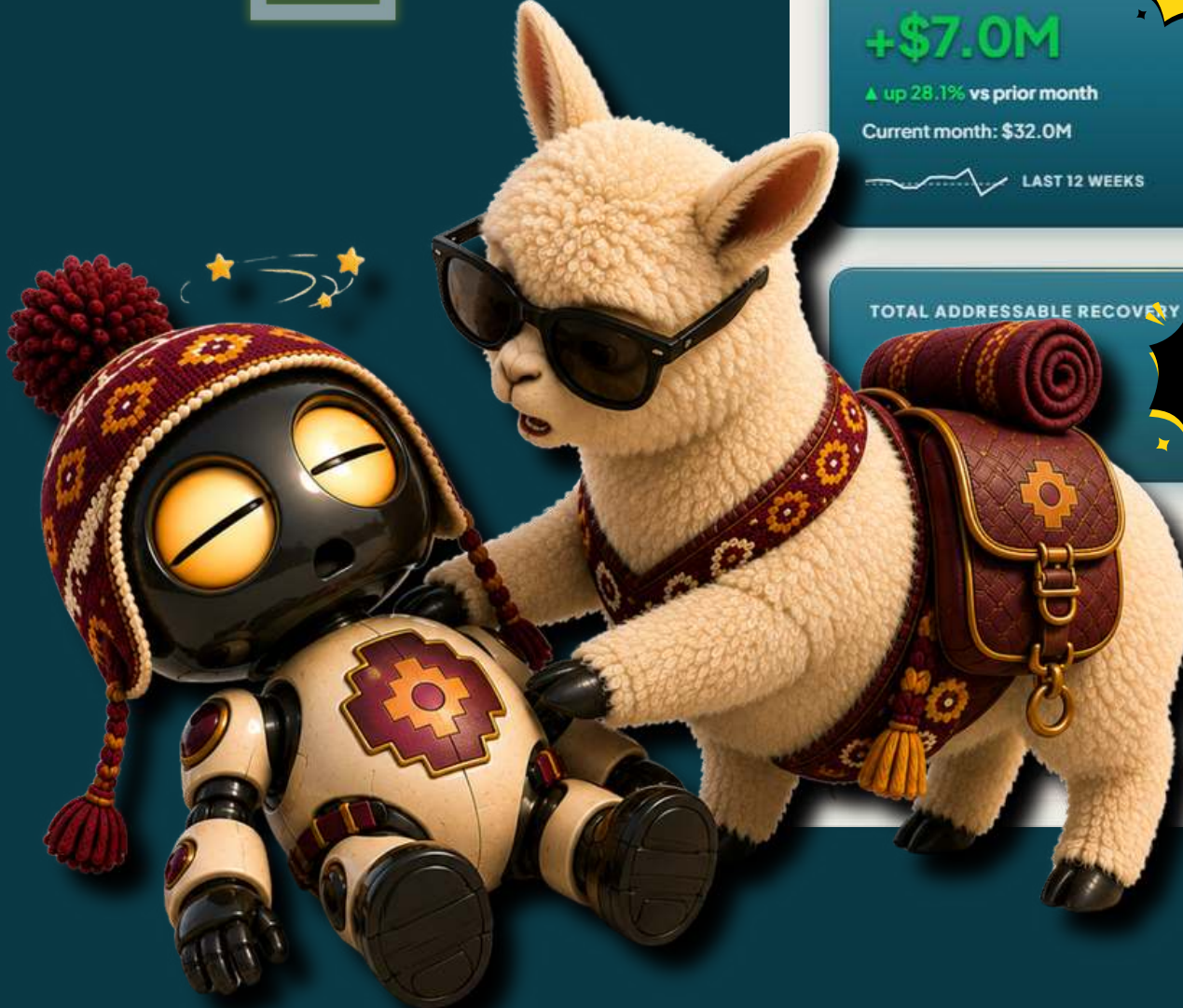
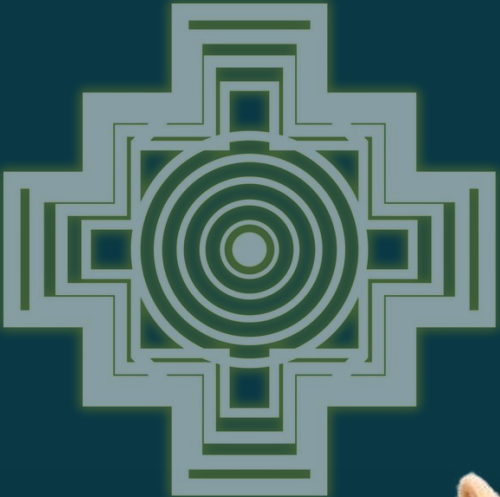
\$116K · +\$17K vs prior

Items inside this account, biggest first · change vs prior in green (growing) / red (shrinking).

ITEM	REVENUE	UNITS	Δ VS PRIOR
SwiftServe- 2 oz Souffle Cup (P200N) - 250 ct	\$21K	60 units	-\$6K
Sunridge - 9 oz Clear Cups - 50 ct	\$8K	59 units	+\$5K
Frozen Squid/Calamari - Tubes & Tentacles - 4-6 inch, cleaned (China) - ...	\$2K	87 units	+\$2K
Chef's Standard - Smoked Paprika - 18 oz	\$2K	51 units	+\$2K
Chef's Standard - Baby Clams - 28 oz Can	\$2K	64 units	+\$2K

Union Sushi Bar (Ballard) \$259K · +\$217K vs prior			
Items inside this account, biggest first · change vs prior in green (growing) / red (shrinking).			
ITEM	REVENUE	UNITS	Δ VS PRIOR
Chesapeake Crab Connection Large/Extra Large 6 inch - 7 inch Seasoned Steamed Blue Crab - 1 Bushel	\$142K	249 units	+\$142K
Chesapeake Crab Connection Small-Extra Large 5 inch - 7 inch Live Female Blue Crab - 1 Bushel	\$96K	237 units	+\$96K
FPI 2-3 oz. Ocean Perch Fillets 10 lb.	\$20K	210 units	+\$20K
Boston Lobster Company 10 lb. Case of 14-16 oz. Lobster Tails	\$233	90 units	+\$233
Mrs. Friday's 2-3 oz. Tavern Battered Cod Fillet Portions 2.5 lb. - 4/Case	\$217	272 units	+\$217
Handy 0.75 oz. Handmade Gourmet Mini Crab Cakes - 100/Case	\$151	93 units	+\$151
Boston Lobster Company 10 lb. Case of 20-24 oz. Lobster Tails	\$134	54 units	+\$134
Shaffer Venison Farms Venison Roast 2 lb. - 5/Case	\$128	89 units	+\$128
World Centric 48 oz. Compostable Clear PLA Plastic Deli Bowl -	\$8	22 units	+\$8

And that's just one KPI from the top **third** of the Diagnostics Tab...



Tidewater Foods

Opportunities ReportDiagnosticsRepsProjectionsBrandsItem IntelligenceExpansionGoalsAction CenterDemand

Ask KochallaLog out

SAMPLE DATA ONLY Every deployment is fully customized — your colors, your branding, your own URL. This is what the engine looks like. Yours will look like you.

CATEGORYAll categories

REPAll reps

ACTIVE WITHINAny activity

GRAINMoMYTD

BASELINETrendingYear over Year

Reset filters

SCOPEallTIERexecRECORDSADDRESSABLE LEADSBUILD1.17.0GENERATEDAug 11, 2026

How are we doing

REVENUE

+\$7.0M

▲ up 28.1% vs prior month

Current month: \$32.0M

LAST 12 WEEKS

has a popout

MARGIN \$

+\$1.7M

▲ up 28.5% vs prior month

Current month: \$7.7M

LAST 12 WEEKS

has a popout

MARGIN %

+7bps

vs prior month

Current month: 24.0%

LAST 12 WEEKS

has a popout

VOLUME SOLD

+351.0K units

▲ up 25.0% vs prior month

Current month: 1.8M units

LAST 12 WEEKS

has a popout

TOTAL ADDRESSABLE RECOVERY

Takes you to download leads

REVENUE AT RISK

\$54.7M

From customers at risk of leaving

has a popout

ACCOUNTS AFFECTED

24,995

Accounts with an issue to act on

has a popout

TOP 10 CUSTOMER CONCENTRATION

2.6%

Share of revenue in your 10 biggest customers

has a popout

Accounts stopped buying Seafood Crab, \$10,864,595 below prior pace.

\$10.9MView evidence →

Accounts stopped buying Beef Bones, \$1,974,653 below prior pace.

\$2.0MView evidence →

Accounts stopped buying Seafood Fish, \$1,821,459 below prior pace.

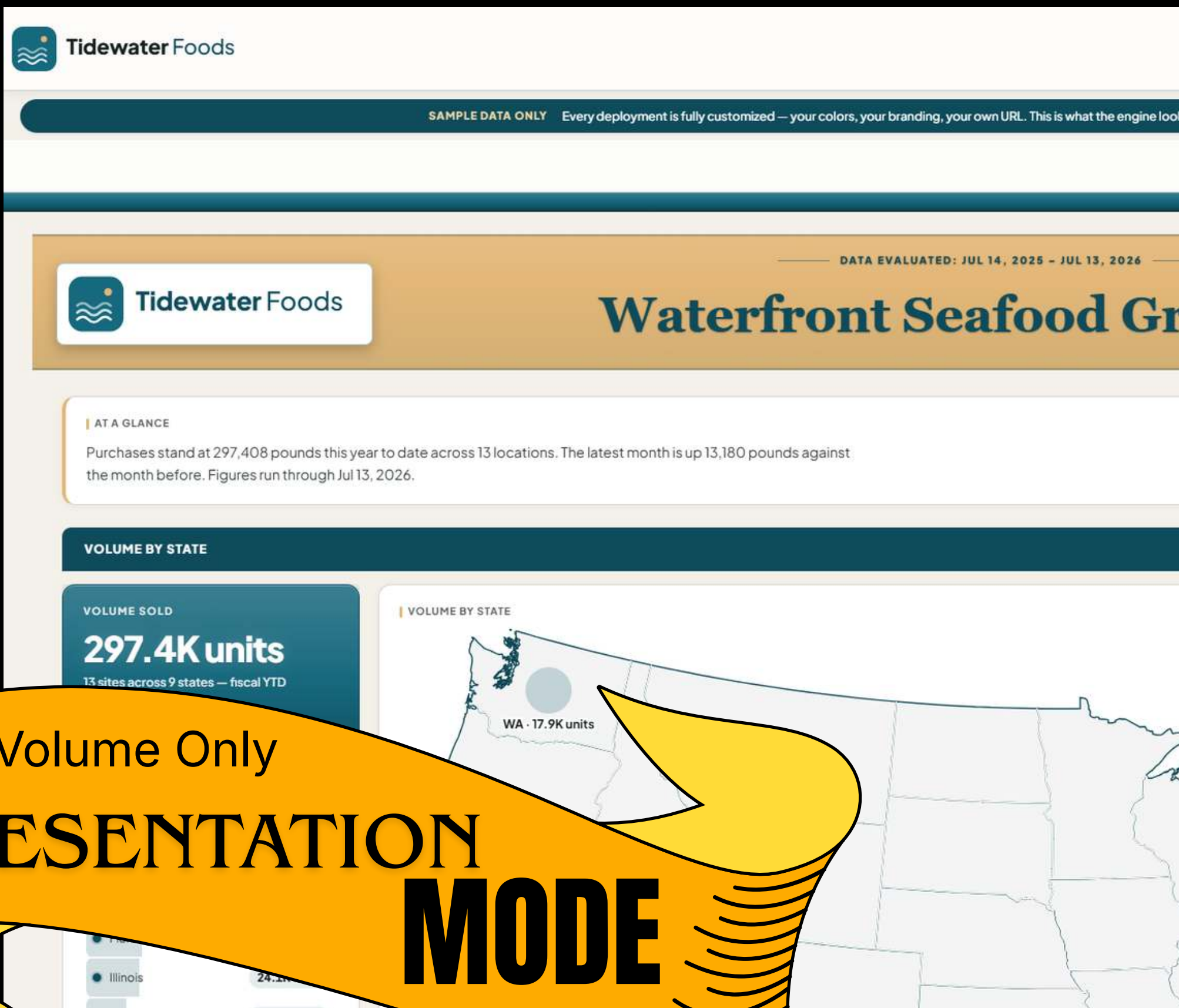
\$1.8MView evidence →

Look. The Action Center carries the prioritized follow-ups.

All 3 have a popout

But Wait !

There's also a customer view available. As in, YOUR customer's view.



Switch to volume-only presentation mode for:

Large customer groups.
Individual customers.

Even brokers.

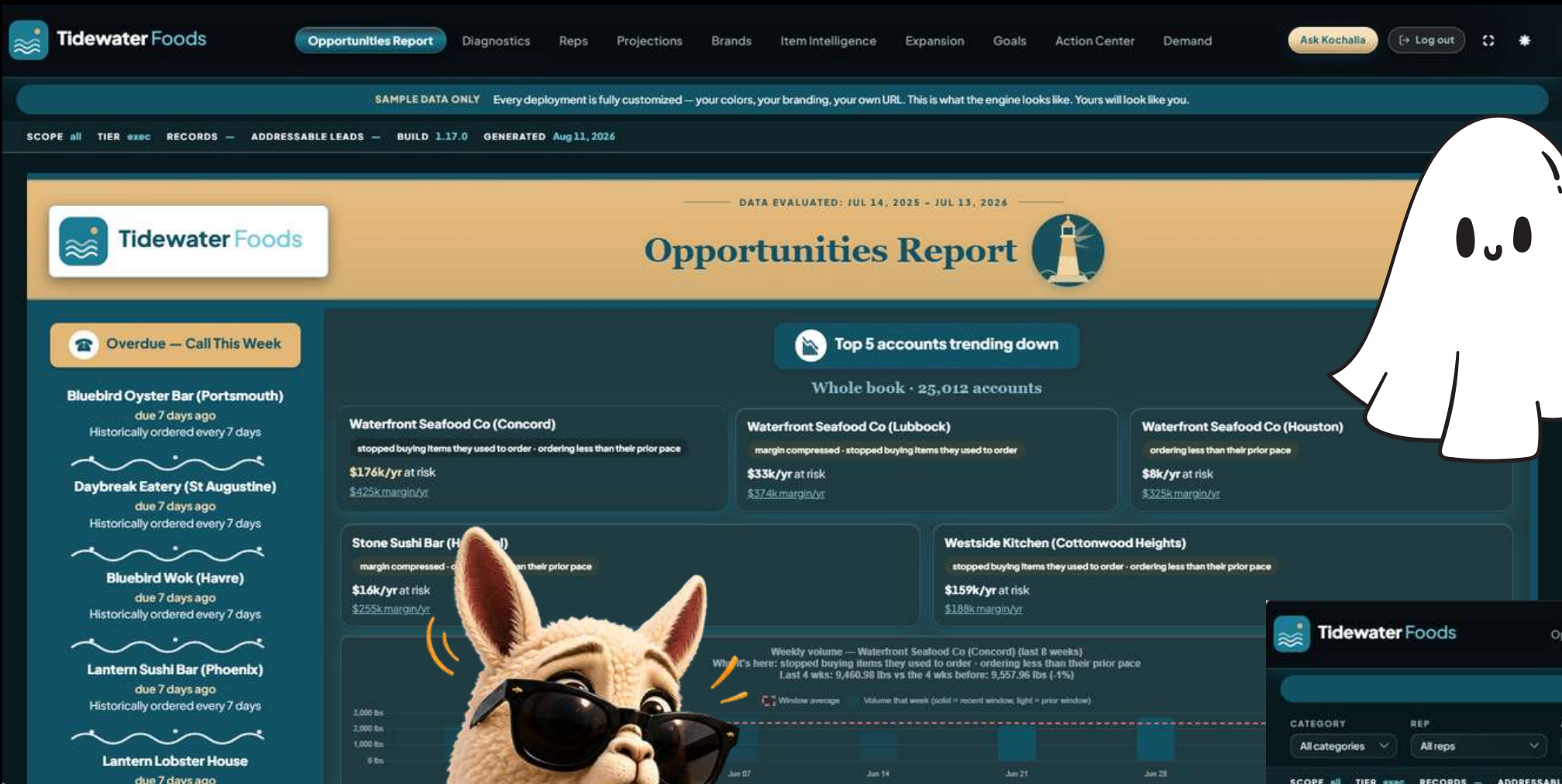
Same intelligence. Their business. Their view.

Take our money before you show us another tab.

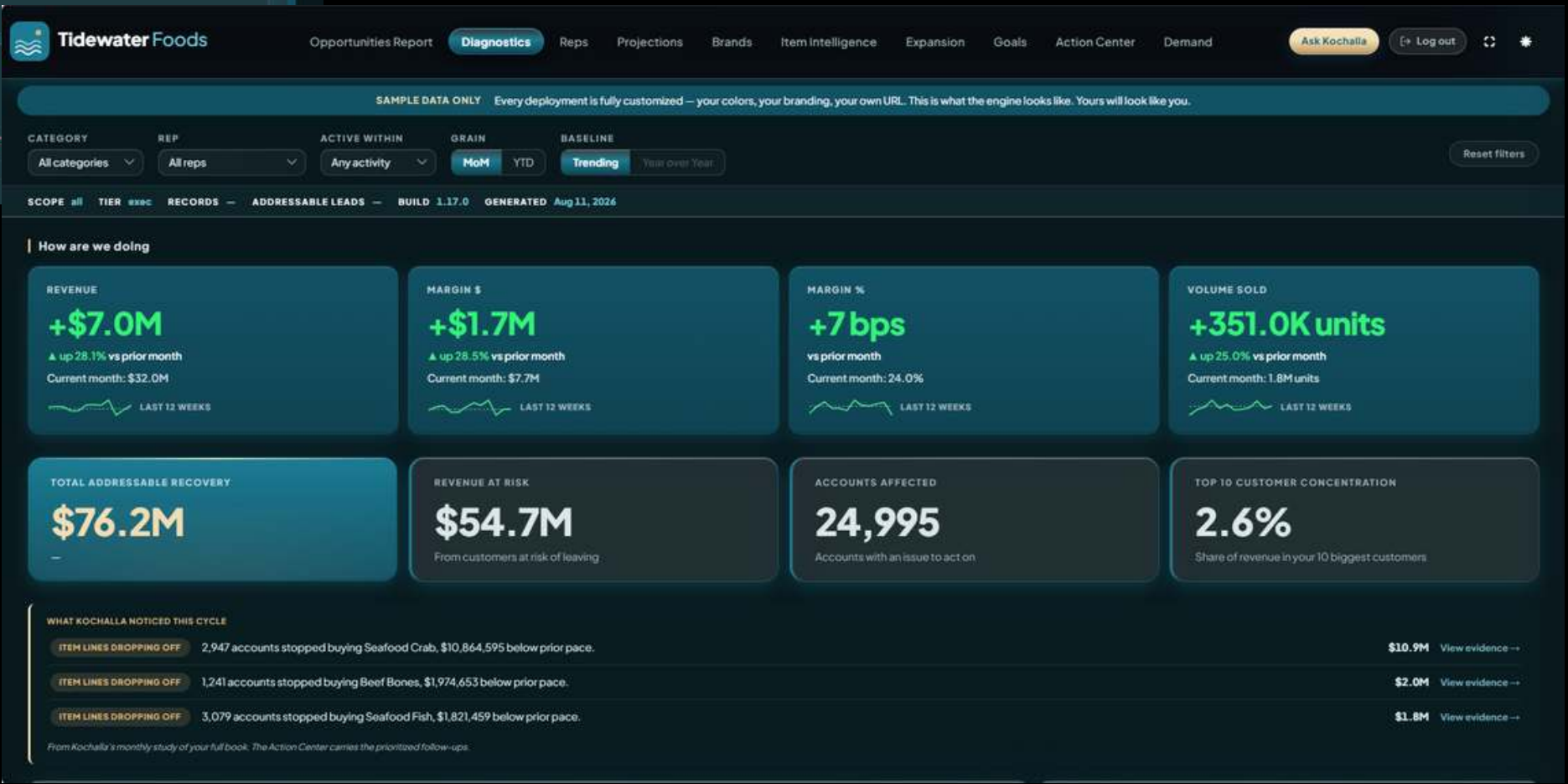


A Volume Only
**PRESENTATION
MODE**

There's also ... DARK MODE



Because apparently ten tabs were not dramatic enough



AD HOC KOCHALLA

Answers on Demand



Unexpected question in aisle seven?

We have a report for that.



See the Kochalla walk-thru on Friday, August 14, at Kochalla.com.

Built **by** the food
industry.
Built **for** the food
industry.



Proud to be WBENC certified, and even prouder to build technology that earns its place at the table.

KCHALLA