



BEYOND FOOD:

Factors that can make or break the foodservice experience.

8:30a

REGISTRATION OPEN

9:00a

WELCOME & OPENING COMMENTS

9:15a –
10:15a

ENABLING BETTER TAKEOUT AND DELIVERY EXPERIENCES

Jill Ahern-Senior Director, Insights & Design, HAVI

Operators know that in order to compete in today's changing and highly competitive marketplace, they need to deliver consistency, quality and value in their stores and menu. But, an often-overlooked element of the customer experience is packaging. This session will provide key learnings about the way consumers receive, transport, prepare, consume and clean up and reveal the hidden importance in considering packaging and other factors as touchpoints for operators.

10:15a –
11:15a

LEAD WITH THE BEST FOOD...CLOSE WITH FORM AND FUNCTION

Scott Fitzgerald-Senior Vice President, McDonald's Business Unit, ARYZTA

Hear how good packaging design can drive functionality benefits for both the customer and the manufacturer. The overview will demonstrate how ARYZTA developed a better customer value proposition by concentrating on the core need and simplified operational platforms that also solved back of house operational challenges. Closing thoughts will be around reduced labor force and the forward thinking we as an industry can provide to match/drive the food trends of the day.

11:15a –
12:00p

BREAKOUT DISCUSSION & REPORT-OUT

Learning from each other is a common and high value feature at all Strategic Issues Series Forums. React to the research and discuss challenges and opportunities with industry peers.

12:00p –
1:00p

LUNCH

1:00p –
2:15p

THE IMPORTANCE OF SUPPLY CHAIN AND SUSTAINABILITY TO GROWTH

Sue Fangmann-US Supply Chain Services Director, McDonald's

Operators – the conduit to the consumer. Hear how critical supply chain components and sustainability are affecting/enabling McDonald's strategies for growth and foodservice overall.

2:15p –
2:30p

CLOSING COMMENTS & ADJOURN