

FOODSERVICE FUNDAMENTALS



AGENDA

June 19

8:00am

REGISTRATION OPEN

8:30 –
10:30am

FOODSERVICE DEFINITIONS AND STRUCTURE

What is foodservice and how does it work? During this session, you will learn the lay of the land, including industry definitions, key industry “players” in the value chain, and critical influencers on how operators make purchasing decisions.

10:30 –
10:45am

BACK OF HOUSE TOUR

10:45 –
12:00pm

OPERATORS AND CHANNELS

This session takes a detailed look at each foodservice segment. Understand differences between a “street” and “chain”, nuances of each industry segment– including QSR, Fast Casual, K-12, Business & Industry, and others – and engage in a discussion around industry concerns and goals.

12:00 –
1:00pm

LUNCH

1:00 –
2:05pm

CONSUMERS AND TRENDS

In today’s foodservice environment, it’s all about enhancing the consumer’s choice. Learn about the “New View” of consumer segmentation and key consumer trends impacting the foodservice landscape.

2:05 –
2:20pm

BREAK

2:20 –
3:30pm

CONSUMERS AND TRENDS (continued)

In today’s foodservice environment, it’s all about enhancing the consumer’s choice. Learn about the “New View” of consumer segmentation and key consumer trends impacting the foodservice landscape.