

Sunday, March 18



FARE SHARE
COEX
2018 By Operators
For Operators

IFMA

12:00-6:00p

Badge Pick-Up

12:00-4:00p

Registration Café Open

2:00-5:30p

Education Sessions

2:00-2:45p

3:00-3:45p

4:00-4:45p

Clean Packaging: Safeguarding the Trust of Your Customers

Bob Miller, Senior VP, Packaging, HAVI

You work hard to earn and maintain your customer's trust. In today's hyper-connected world threats to that trust can appear from anywhere and escalate faster than ever before. Packaging is a critical component of how consumers interact with your brand and regulatory compliance may not be enough to protect it. In this session, we'll share our perspective on the emerging topic of Clean Packaging and the potential impact on your packaging management strategy.

5:00-5:45p

6:00-7:30p

Conference Kick-Off Party!

Mix and mingle at the cocktail reception, as we kick-off the 2018 conference.

Monday, March 19



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6:45-7:45a

Breakfast

Join us for breakfast and network with your peers.

8:00-8:05a

Opening Ceremonies

8:05-8:45a

Switch On Growth: Where to Find Value in the Third Age of Consumption

J. Walker Smith, Chief Knowledge Officer, Brand & Marketing, Kantar Consulting

Change is the new normal, and value has shifted in the current marketplace of consumers and competitors. Capturing value requires focusing on where it is found now, which is often outside the comfort zone of most companies. J. Walker Smith will identify the shifts and opportunities emerging in the future of consumption, and how to refocus on these priorities as a foodservice operator.

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8:45-9:20a

Restaurant Traffic & Food Trends That Drive It *Jack Li, Builder, Datassential*

Exactly where are consumers eating these days, and what's driving them there? Datassential "GO" uses GPS tracking data from millions of consumers to provide a fresh look at the health of on-premise traffic and uncover the nuances of how people choose restaurants. How do external factors such as weather impact visitation? Do promotions and LTOs really draw in new customers? You'll also discover the latest wave of food trends that will drive the restaurants forward – from the next generation of multi-cultural influences to new flavors set to leap forward along the Menu Adoption Cycle. Explore best practices for developing targeted menu offerings that practice the mantra of "safe experimentation".

9:20-10:00a

Off-Premise Foodservice: It's Here

Wiley Bates III, Global Executive Chef, Pizza Hut, Donna Josephson, Chief Marketing Officer, Corner Bakery Café ; Liz Meyerdirk, Senior Director of Business Development, UberEverything; Anne Readhimer, Senior Director, Fresh Food Innovation, 7-Eleven; Moderated by: Nancy Kruse, President, The Kruse Company

Consumers' increasing need for convenience is driving consumption off-premise. A moderated discussion on how to succeed in areas including delivery, take-out, catering, etc.

10:00-10:30a

Break

Refresh yourself between sessions with food and beverages outside the conference ballroom.

Monday, March 19

Choose one track during each time period:
10:30-11:10a / 11:20a-12:00p

MARKETING

Keep Up: Creating The Digital Experience Your Customers Expect Today

Terry Haley, Chief Growth Officer, Hopdoddy Burger Bar; Dominic Losacco, Vice President of Global Marketing, Moe's Southwest Grill
Forrester calls 2018 the "Year of Reckoning." eMarketer says the "pace of change is quicker in the digital age than in prior eras." The common truth facing operators and their marketing teams today is not only understanding how to reach their customers in an ever-fragmented digital and mobile-first environment, but how to do it quickly, distinctively and more efficiently than the competition. Join leading operator executives as they discuss how data-based media strategy, audience fluency, and emerging technologies can create a modern customer experience to incremental sales and valuable loyalty.

The Language of Love- Making Menu Items that Stick

Colleen McClellan, Director, Datassential

Learn what goes into creating and marketing a truly great item on the menu. During this hands-on toolbox session, you'll work in teams and apply the mantra of "safe experimentation" to create a new menu item – including how it's described on the menu. Items from each team are then tested with consumers overnight through Datassential's SCORES™, with a winner announced. An awesome opportunity to work with your peers and customers to design a winning item.



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SUPPLY CHAIN

The Crucial Elements of Recall Collaboration

Paul Allegri, Vice President of Logistics, CSCS; Kraig Adams, Vice President of Foodservice Distribution, Coca-Cola North America; Moderated by: GS1 US

Executives will share their insights on recall readiness that both protects consumers and limits operational interruption. Each will discuss how implementing GS1 Standards has provided an indispensable foundation for supply chain visibility. By knowing where a product has been and where it is going, each partner can isolate affected product efficiently.

Best Practices in Forecasting

Working with supply chain partners, experts discuss best practices in forecasting and demand planning.

Additional Options!



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Choose one track during each time period:
10:30-11:10a / 11:20a-12:00p

CULINARY

The Latest in Clean Label Menus

Jeff Bonner, Chief Operating Officer, Culver's Franchising System; Sean Muldoon, Chief Ingredient Officer, Papa John's International; Rick Petralia, Culinary Manager, Fazoli's

No longer a trend, rather a rule. Brands turning attention to “clean” ingredients as consumer demand continues to ramp up. Session focuses on consumer demands and how these should fit within chains' strategies.

New Product Development: Best Practices in Foodservice

David Friedman, Founder/CEO, Epic Burger; Paul Racicot, Director of Culinary Innovation, Dunkin' Donuts; Scott Uehlein, VP of Product Innovation and Development, Sonic Drive-In

What are top organizations doing to consistently launch new products? A panel of operators executives will share best practices from their operations.



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12:00-1:00p

Lunch

Join us for lunch and network with your peers.

1:15-2:15p

Myths & Magic about Gen Z/Y

Consumer panel “tell all” reacting to their needs and demands, based on Monday morning general session topics.

2:45-5:15p

Operator Speed Meetings

One of the most impactful and unique components of COEX. These sessions provide valuable face-to-face dialogue between chain operators and suppliers, enabling operators to share their goals, strategies, needs and challenges with current and potential partners.

6:00-7:30p

Evening Reception

Mix and mingle at our cocktail reception.

Tuesday, March 20



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- 6:45-7:45a** **Breakfast**
Join us for breakfast and network with your peers.
- 8:00-9:00a** **Food Robotics in Silicon Valley: What's Cooking and How's it Going?**
Dr. Deepak Sekar, CEO and Founder, Chowbotics
Multiple trends are making food robotics exciting. Robotics technology is rapidly being commercialized and we have seen dramatic reductions in cost. Robots provide several features that are wonderful for the food business too: like 24/7 availability, the ability to never get tired or distracted, consistency and ease of customization. On the other hand, labor in the food business is increasingly difficult to find in big cities, and cost of labor is shooting up. In this talk, we will give an introduction to food robotics technology, describe various activities in the space and present benefits and challenges with the technology.
- 9:00-9:35a** **Legislative Regulations**
Cicely Simpson, Executive Vice President of Public Affairs, NRA
The latest updates on a variety of pending legislation including healthcare benefits, minimum wage and menu labeling laws, and how the outcomes of these rulings will impact the foodservice industry.
- 9:35-9:55a** **COEX Innovation Awards & 2018 Silver Plate Class Announcement**
Celebrating the 2018 COEX Innovation Award recipients and unveiling the 2018 IFMA Silver Plate Class.

Tuesday, March 20



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9:55-10:25a

Break

Refresh yourself between sessions with food and beverages outside the conference ballroom.

10:25-10:55a

Supply Chain Optimization

Since March 2017, 50 chains, manufacturers and distributors have worked to develop a best practice in collaboration to optimize supply chain. Practitioners share learnings from this best practice with the industry.

10:55a-11:45p

Closing Keynote

11:45a-12:00p

Closing Ceremonies

12:00p

Lunch

Grab 'n go lunch available!