

# FOODSERVICE FUNDAMENTALS



February 22

## AGENDA

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.