



INTRODUCING

FOODFLEX research & strategy subscription program

Planning an effective strategy for gathering relevant food industry data and analysis has never been easier or more affordable. Q1's new subscription program, FoodFlex, offers the expert insights you need to inform business decisions in a *flexible platform that bundles foodservice studies and other research benefits at a discounted rate.*

➤ **How it works**

Program members commit to purchasing either two or three annual studies of their choice, with an option to add in propriety benefits, such as supplemental custom research or an onsite presentation. *Members may also vote on upcoming study topics, shaping the future of the program.*

Available foodservice studies

- Plant-Based Foods: Assessing the Opportunity
- Capturing Opportunities in C-Store Prepared Foods
- Capturing 'Grocerants' Share in Supermarket Prepared Foods
- Refining Your Foodservice E-Commerce Strategy
- Seize Opportunities in College & University Foodservice
- Selling to Central Kitchens
- Better Penetrate Lodging/Hotel Foodservice

Upcoming studies*

- Senior Living
- Outlook for Pizza in Foodservice
- Next Generations of Chef
- Meal Kit Delivery Companies
- Distributor Label

**Program members who opt for an upcoming study subscription can steer the research scope by submitting proprietary questions for survey and interview inclusion.*

➤ **Research approach & deliverables**

- In-depth qualitative interviews and/or quantitative surveys with knowledgeable foodservice operators, retailers, and/or consumers
- Detailed profiles of key markets and players (e.g., categories, segments, channels and/or chains)
- Identification of critical industry trends through a thorough review of public information and non-proprietary research
- PowerPoint executive summary and report with extensive metrics, analysis and actionable recommendations, as well as a robust appendix with all study questions and responses

➤ **Timing & cost**

A **two-study bundle** is \$20,000 (15% off the average price of two studies purchased separately); a **three-study bundle** is \$28,000 (20% savings).

Only half of the total cost will be billed initially, with the remainder billed at the completion of the bundle package.

Program members will also receive a 15% discount on custom research, such as segment deep dives (e.g., Convenience Stores or Healthcare) or category-specific research (such as, proteins, hot sauce, ice cream, beverages, disposables, etc.). Note that custom projects vary in price depending on scope and focus (e.g., growing market share, market entry, market sizing, diversification, etc.)

➤ **Next steps**

To start applying Q1 study insights today, sign and return the acceptance form on the following page or contact:

Tim Powell, Managing Principal — 312.602.9899 (tpowell@q1consultingllc.com)

Julie Heseman, Principal — 312.955.0252 (jheseman@q1consultingllc.com)



Purchase Agreement

FOODFLEX

research & strategy subscription program

- YES, I'd like to subscribe to the FoodFlex two-bundle study package for \$20,000.

My selected studies are:

- YES, I'd like to subscribe to the FoodFlex three-bundle study package for \$28,000.

My selected studies are:

► Acceptance

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email to the attention of
Tim Powell (tpowell@q1consultingllc.com) or
Julie Heseman (heseman@q1consultingllc.com).

Thank you for your business!