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## Evaluating Opportunities for CBD-Infused Foods in Foodservice

Strategic intelligence to help navigate this growing and uncharted category

Over the past two years, Cannabidiol (CBD), in the form of oils and supplements has become widely distributed across the United States, even in places lacking cannabis legalization. Now the trend is becoming more known in the food and beverage industries. From beer to upscale eateries, brands and restaurants are gearing up for a boom in sales in 2019.

Worldwide consumer spending on legal cannabis reached roughly \$12.2 billion in 2018, up from \$9.5 billion in 2017, according to a joint report by Arcview Market Research and BDS Analytics. Arcview further reported spending in 2019 is forecast to jump to \$16.9 billion, and reach \$31.3 billion by 2022. States already producing hemp, such as Colorado and Kentucky, will plan significant expansions to meet demand.

With these thoughts in mind, Q1 has initiated a comprehensive common interest study, *Evaluating Opportunities for CBD-Infused Foods in Foodservice*, to assess the impact of CBD-related issues on foodservice operators and manufacturers.

### STUDY OBJECTIVES

- **Gain a thorough understanding of consumer awareness, concerns, and expectations with regard to CBD**, and how these concerns currently impact ordering behavior and are likely to influence away-from-home food consumption in the future.
- **Evaluate operator attitudes toward CBD issues facing foodservice**, including perceived changes in consumer ordering, activities and initiatives taken to address consumer concerns, and future plans with respect to labeling, preparation methods, menu engineering, and promotion strategies.
- **Formulate implications to manufacturers based on study findings**, namely how they are going to be directly and indirectly affected, what product categories are likely to be impacted, and ways in which manufacturers can address this impact through product reformulations, education, promotion and marketing programs, and other potential strategies.

### SCOPE

The program will focus primarily on CBD, as it relates to the foodservice industry and away-from-home food consumption. Insight will be solicited from consumers across all demographic parameters to identify potential differences in consumer behaviors, particularly by age group. Operator research will encompass traditional foodservice segments presumed to be most impacted by CBD-related issues including limited and full service restaurants. The product scope may be expanded to include other ingredients derived from the hemp plant if our research points to value in these alternatives.

### DELIVERABLES

- **In-depth PowerPoint report with metrics, analysis, and expert insights** around critical success factors for investing in CBD-infused food products and offerings.
- **Easy-to-digest commentary** with key takeaways and actionable recommendations.
- **Robust appendix** with full study data from questions and responses.

### NEXT STEPS

To sign on today and have your proprietary questions included in our survey, please complete 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)

### ADVANCED Q1 ANALYSIS

#### Consumer attitudes, expectations, and behavioral patterns:

- CBD awareness, interest and concern as it relates to food consumption
- How do consumer attitudes and behaviors vary by age group, income level, and geographic market?
- Differences between reported attitudes and actual behavior

#### Foodservice operator perceptions, practices, and planned actions:

- Level of awareness and interest around CBD and its impact on foodservice behaviors
- Changes in food preparation methods, portion size, prep areas, etc.
- Attributes of successful “CBD-infused” food programs and role of suppliers

#### Government and legislative issues:

- What purchasing process is employed by each state?
- What licenses are available and/or required for chefs and operators?
- How can operators legally participate in CBD-infused meal preparation?

#### Identification and prioritization of manufacturer implications:

- Financial and volumetric impact on leading categories under various scenarios
- Indicated actions
- New product/menu needs
- Product reformulations
- Packaging considerations
- Merchandising/promotional programs
- Required level of proactive measures
- Disclosure requirements



**YES**, I'd like to sponsor the study for \$22,500 and have my proprietary questions included.

ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Once approved, please sign, scan and email to the attention of  
Tim Powell at [tpowell@q1consultingllc.com](mailto:tpowell@q1consultingllc.com) or  
Julie Heseman at [jheseman@q1consultingllc.com](mailto:jheseman@q1consultingllc.com).  
Thank you for your business!**