

Q1 CONSULTING SERVICES™

FOODSERVICE

strategy

FORUM

THURSDAY, JUNE 27, 2019 • ASTER HALL • CHICAGO

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Join us for an engaging and informative day of knowledge sharing and high-level peer discussions. White Castle CMO Kim Bartley will present the keynote session, followed by 12 think-tank discussions that participants can select based on their individual professional development and strategic business objectives. A leading executive from the field will moderate each session, providing guidance and structure.



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AGENDA

REGISTRATION AND WELCOME BREAKFAST — 7:00 - 8:00 A.M.		
KEYNOTE SESSION — 8:00 - 8:45 KIM BARTLEY, WHITE CASTLE CMO		
TIME	ROOM 1	ROOM 2
8:45 - 9:30	<p>MANAGING DISTRIBUTOR LABEL DECISIONS Distributors are eagerly pursuing lucrative branding opportunities to be much more involved in negotiating manufacturing contract terms. There is no doubt that manufacturers need a strategic plan to keep pace in this highly competitive space. <i>Moderator: Steve Ross, Brakebush</i></p>	<p>MEAL KIT COMPANIES: EVALUATING THE LONG-TERM OPPORTUNITIES Today, nearly one in five consumers have tried a meal-kit service. The market is poised for an intense competitive battle for consumer adoption and loyalty with the likes of Walmart and Kroger announcing recent acquisitions and entry into the market. <i>Moderator: Jefferson Li, Home Chef</i></p>
9:30 - 10:30	COFFEE NETWORKING BREAK	
10:30 - 11:15	<p>THE COMPONENTS OF A DIGITAL STRATEGY An online strategy is as critical as any business unit or corporate strategy in today's market. Food companies, however, have often lagged behind other industries for a myriad of reasons. To achieve success, it is important to allocate the right resources and competencies. <i>Moderator: Anna Braun, JT Mega</i></p>	<p>THE IMPORTANCE OF PRODUCT PORTFOLIO ANALYSIS IN LONG-TERM PLANNING Maximizing the right assortment of products, brands and categories is important to the bottom line. Objectively determining the right "mix" is one of the most complicated decisions suppliers must make. <i>Moderator: Keri Thiel, Leprino</i></p>
11:15 - 12:00 P.M.	<p>MANAGING THE CHANGING CONSUMER As Boomers and Gen X age, Millennials and Gen Z are reshaping the "what and how" of away-from-home meals. There are critical differences among each of these groups which will impact how suppliers and operators develop and market products in the long term. <i>Moderator: Toby Campbell, Cornelius</i></p>	<p>EXAMINING THE OPPORTUNITIES OF FOOD AT RETAIL Thanks to improvements to ingredients, talent, supply chain, merchandising and varieties, retailers with significant foodservice operations have become a destination for a broad demographic – including much-coveted Millennials. <i>Moderator: OPEN</i></p>
12:00-1:30	GOURMET NETWORKING LUNCH	

continues



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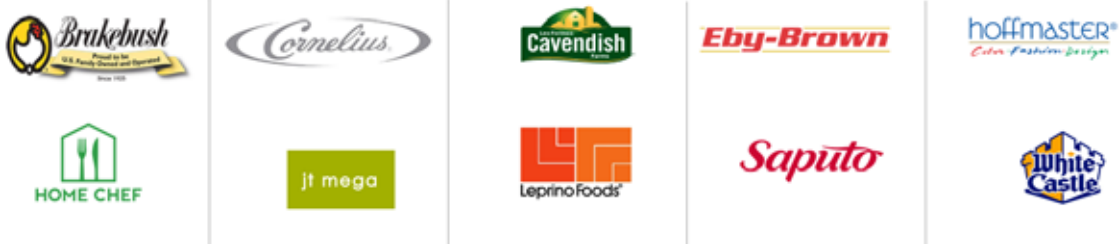


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AGENDA *continued*

TIME	ROOM 1	ROOM 2
1:30 - 2:15	<p>PARTNERING WITH AND MANAGING FOODSERVICE MANAGEMENT FIRMS Aramark, Compass and Sodexo are heavily entrenched in the non-commercial foodservice segments. As self-op becomes less prevalent, a strategy for working with these firms is necessary. <i>Moderator: Brittany Kepple, Hoffmaster</i></p>	<p>TRADE SPENDING IN A CHALLENGING ENVIRONMENT Distributor trade spending demands continue to be intense as this cost remains the second highest on a manufacturer's P&L. While there is a high participation rate, manufacturers report low satisfaction. <i>Moderator: Sandy Goldberg, Saputo</i></p>
2:15 - 3:00	<p>THE NEXT "BIG" THING: PLANNING FOR EMERGING FOODSERVICE CONCEPTS Foodservice has been coming from all directions, not just conventional means. Often, independents and small chains are the trend setters. <i>Moderator: Susan Szymanski, Plate Magazine</i></p>	<p>THE ROLE OF TAKE-OUT PACKAGING IN TODAY'S "GREEN" ENVIRONMENT States and locales have been passing "green" laws at an accelerated pace over the past 18-24 months, with several more cities expected to adopt similar legislation. <i>Moderator: Cindy Herbert, Hoffmaster</i></p>
3:00 - 3:45	<p>IDENTIFYING AND MANAGING CENTRAL KITCHENS Central kitchens are more important than ever. While c-stores and supermarkets have considered prepared foods a priority, retailers such as Target, CVS and Walgreens also are committed to foodservice. <i>Moderator: Mat Mandeltort, Eby-Brown</i></p>	<p>MAINTAINING QUALITY WITH THIRD-PARTY DELIVERY The rise of delivery services has been a major growth driver for foodservice. GrubHub, Door Dash, UberEats, and Caviar are all defining how and when away-from-home food is executed. <i>Moderator: Kathy Devries-Ruehs, Cavendish</i></p>

MODERATING COMPANIES



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