



Technomic Canadian *foodservice* **PLANNING PROGRAM**

*Providing perspectives
and intelligence to
Canadian executives*

**Thursday,
February 9, 2012
International Centre,
Toronto, ON**

The Technomic Foodservice Planning Program is a unique and prestigious program, offering its members exclusive access to the best resource for comprehensively analyzing the critical issues facing the foodservice industry. For over three decades, Technomic has brought together foodservice suppliers in a one-of-a-kind forum to discuss strategies for success and deliver crucial findings from industry research.

Today with more than 100 organizations actively participating in our Chicago and Newport Beach meetings, we are proud to present the second annual meeting on the Canadian Market.

While membership conveys numerous collateral benefits, the cornerstone of the program is three comprehensive studies conducted on the topics rated most important by the sponsoring organizations. The results are presented each year in Toronto and are also made available in printed summaries and reports.

2012 Major Study Topics

Critical Strategic Issues facing Foodservice Manufacturers to the Year 2017—February 2012

Technomic will evaluate the overall foodservice industry environment to identify strategic issues facing foodservice manufacturers. Within this study, critical issues and trends facing each of the channel participants will be evaluated with respect to implications on manufacturers, including consumers, operators, distributors, and third party providers. Specifically, Technomic will analyze the industry situation, develop the critical issues and identify alternative strategic/tactical responses for foodservice manufacturers to consider.

Update on the Foodservice Consumer & Social Media—February 2012

Consumers continue to shift their attitudes and behaviours related to foodservice, even within short periods of time. This study will explore how the economy is forcing fundamental changes to consumer sentiment, priorities and spending patterns. Macro factors such as the state of the economy and other trends have had an immediate impact on how consumers behave. As a result leveraging social media and mobile technologies is an increasingly important to educate your internal stakeholders and customers alike. This study helps answer the question “what will consumers demand next?” Both quantitative and exploratory consumer research will be conducted.

Effective Operator Marketing and Merchandising Tactics—February 2012

Effective communication and operator motivation are critical components of supplier marketing, merchandising, sales and promotional programs. This study will focus on providing an in-depth analysis of operator attitudes toward, acceptance and usage of specific manufacturer sales/marketing tactics that target the operator. Effectiveness and attitudes will be measured against merchandising materials, advertising, menu mentions, point-of-sale, sampling programs, rebates, contests, e-marketing tools, training materials and other appropriate tactics such as integrated/online programs. Technomic will also explore the future of these tactics in foodservice and provide insight into potentially effective emerging programs.

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Food Industry. Facts. Insights. Consulting.

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First-time sponsors will also receive one of the 2011 studies of their choice:

- Size and Segmentation of the Canadian Foodservice Market
- Future of the Independent Operator
- The New Foodservice Consumer: The Role of Value

Additional Program Benefits

- Technomic Canadian Foodservice Digest Subscriptions
- Preferred pricing on Common Interest Studies
- Technomic Foodservice Knowledge Center support and SmartSupport service at reduced rates
- Complimentary pass, 2012 Canadian Restaurants Insights Conference

Acceptance

Membership in the Canadian Technomic Foodservice Planning Program is available for the rate of \$11,500, but first-time sponsors are eligible for an introductory rate of \$9,500 (renewals subject to current rate). This covers the current three studies, one previous study, and all related benefits for twelve months. Special pricing applies to companies with two or more participating divisions/subsidiaries.

Yes, I'd like to participate in the Canadian Foodservice Planning Program and accept the first time annual sponsorship fee of \$9,500.

Name _____

Title _____

Company _____

Address _____

City, Province, Postal Code _____

Phone _____ Fax _____ Email _____

Signed _____ Date _____

▶ Once approved, please sign this page and fax to 312-268-5283 to the attention of Jessica Cravero. Or contact Jessica by phone at 312-506-3849 or jcravero@technomic.com.