



Helping **RESTAURANT OPERATORS** Navigate the Evolving Foodservice Landscape

PLUS

Welcome Reception
& Networking Social
the Evening Before
Conference

9TH ANNUAL

TECHNOMIC INFORMATION SERVICES

Restaurants 2010

Trends & Directions Conference

Wednesday
June 23, 2010
**Chicago O'Hare/
Rosemont Area**

SESSIONS INCLUDE:

- Economic and Foodservice Forecasts—
What's Next for Consumer Buying Behavior?
- Growing Retail Threat: Supermarkets and
C-Stores Raise Their Game
- Hot Concept Update: Chains with a Recipe
for Expansion
- Fast Casual Appeal: Winners Even in Tough Times
- Discover Menu Trends that Drive Craveability
and Hit the Flavor "Sweet Spot"
- Reaching the New Foodservice Consumer:
What Millennials, Gen X and Boomers Want
- Social Media 101: Marketing and Metrics
that Matter

Restaurants 2010

Trends & Directions Conference

On Wednesday, June 23, 2010, we invite restaurant industry leaders to converge at the Restaurants 2010: Trends and Directions Conference. Attendees will gain a reliable and detailed vision of where the chain restaurant industry is headed and how to capitalize on opportunities. Armed with Technomic's research and insights, these leaders will be better prepared to:

- **Develop business-building strategies**
- **Position or reposition their brand**
- **Refine marketing plans**
- **Assess existing and emerging competition**
- **Reach new customers**
- **Explore growth opportunities**



Tuesday evening—NETWORKING SOCIAL at the Rosemont Hotel 6:00 – 8:00 P.M.

CONFERENCE AGENDA

Networking Breakfast & Registration 7:45 – 8:45 A.M.

Welcome & Introduction 8:45 – 9:00

ECONOMIC UPDATE 9:00 – 9:40

- **Paul L. Kasriel**, Director of Economic Research at Northern Trust, discusses key business indicators and the state of the economy for the remainder of 2010 to 2011.
- How will this changing economy impact consumer sentiment and actions?
- What noticeable changes can be expected in the retail landscape?



Paul Kasriel

STATE OF THE INDUSTRY UPDATE BY TECHNOMIC'S RON PAUL 9:40 – 10:15

- Insights around the current and future health of the restaurant segment provided by recognized foodservice expert **Ron Paul**.
- Restaurant-specific implications of the broader economy.
- Analysis of key restaurant indicators.
- Segment performance recaps and growth forecasts.



Ron Paul

Networking Break 10:15 – 10:45

THE NEW FOODSERVICE CONSUMER 10:45–11:10

- Findings from Technomic's exclusive consumer studies answer top industry questions such as, how are consumer priorities changing?
- How can operators align with shifts in consumer demand?
- What short- and long-term strategies will help your organization win amidst the challenges of today's marketplace?

HOT CONCEPTS 11:10-11:35

- Technomic reveals hot growth concepts and their recipe for success.
- Identification of concept element best practices in menu, service, décor and ambiance.
- Strategic implications in providing long-term consumer appeal.

FAST CASUAL APPEAL—BEST PRACTICES FOR SUCCESS 11:35 – 12:00 P.M.

- Identification of "Resonating Points of Differentiation" that drive results.
- Review of trending fast casual "concept clusters."
- Understand why this segment continues to outperform the industry.

The Essential Industry Update for Foodservice Operators on CONSUMERS, CONCEPTS, CULINARY & COMPETITION.

REGISTRATION INFORMATION

Wednesday, June 23, 2010

Rosemont, IL (near O'Hare International Airport)

Donald E. Stephens Convention Center

WALKABLE HOTELS*

Doubletree Hotel	(847) 292-9100
Embassy Suites Hotel	(847) 678-4000
Rosemont Hotel	(847) 678-4488
Hyatt Rosemont	(847) 518-1234

* Conference attendees are responsible for their own accommodations. Please note that there are no special room blocks at these hotels.

ENROLLMENT FEES

Includes continental breakfast, lunch and all seminar materials.

\$ 450 for first registrant

\$ 850 for two registrants (\$425 per person)

\$1,200 for three registrants (\$400 per person)

\$1,500 for four registrants (\$375 per person)

\$1,750 for five registrants (\$350 per person)

▶ Register online at: WWW.TECHNOMIC.COM/TRENDS or call 312-506-3862.

LUNCH SESSION—GROWING RETAIL THREAT 12:00 – 1:15

- Current consumer preferences, behavior, and needs regarding retailer meal solutions.
- How consumers are using these alternative meal solutions, for which occasions, and with what degree of satisfaction.
- An assessment of current retail practices, attitudes, and plans regarding retailer meal solutions—using concepts such as Whole Foods as an example.

MENU TRENDS 1:15 – 1:55

- Expert **Nancy Kruse** delivers in-depth analysis and implications of leading U.S. menu trends.
- Review of flavor preferences and evolution over the past two years.
- Find out which menu trends are hot in Canada and the United Kingdom.

FLAVOR, SAUCES AND DIPS DRIVING “CRAVE-ABILITY” 1:55 – 2:30

- Discover emerging flavors that consumers crave.
- Explore strategic uses of flavors, sauces and dips to increase customer frequency.
- Understand how to create a winning flavor “formula.”



Nancy Kruse

Networking Break & Sponsor Interaction 2:30 – 3:00

GENERATIONAL SHIFT TRENDS 3:00 – 3:30

- Examine similar and contrasting demands of the three key restaurant consumer segments: Millennial, Generation X and Boomer populations.
- Enhance offerings and broaden strategic planning to target these groups.
- Learn how consumers' needs and preferences change as they go through various life stages.

SOCIAL MEDIA 101—MARKETING & METRICS THAT MATTER 3:30 – 4:00

- Examination of social media developments with return of investment in mind.
- See what's on the horizon for social media and understand current operator initiatives, as well as future directions.
- Learn key factors for a successful social media program.

Adjournment 4:00

**All attendees receive a conference binder with supplemental
EXECUTIVE SUMMARY, PRESENTATION SLIDES and our DATA DIGEST**



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Don't miss this one-day opportunity to
get the **FACTS AND INSIGHTS** you need to
SHAPE GROWTH PLANS for the balance of
2010/2011 and beyond.

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