



A BETTER WAY TO FIND FOODSERVICE INDUSTRY INFORMATION



- ▶ **CUSTOMIZED** reports
- ▶ **READY-MADE** presentations
- ▶ **STREAMLINED** research projects
- ▶ **RELIABLE** data and insights

TECHNOMIC INFORMATION SERVICES
Food industry information you can count on.



Take your Technomic tools to the next level...

SmartSupport helps you capitalize on the valuable information provided by the Technomic programs to which you subscribe, such as the Digital Resource Library (DRL), MenuMonitor, Foodservice Planning Program, Consumer Trend Reports and more. SmartSupport offers a cost-effective and comprehensive review of Technomic products to deliver **quick responses to specific questions**, arming you with the information needed to build presentations, conduct **competitive analyses**, understand data points, find potential leads and much more.

WHEN TO USE SMARTSUPPORT

Contact the SmartSupport team whenever you need to:

- Conduct research but you're short on staff and time
- Implement a system for monitoring trends
- Gain a better understanding of industry financials
- Enhance presentations/reports
- Quickly locate facts and quotations for press releases

WHAT YOU RECEIVE

Information is provided in a format that best suits your needs, including:

- Ready-made presentations in PowerPoint format
 - Option to create in your corporate template
- Industry-specific snapshots
- Excel files of relevant data
- Customized reports
 - Recurring updates (i.e. monthly, quarterly, semi annual)

SCOPE

The breadth of available data used to conduct your research varies with each client, depending upon your request and what resources you already own. The SmartSupport team uses only the data specific to your industry to **deliver the results that matter most to you.**

Individual SmartSupport projects are available at a low hourly rate. For multiple projects, bundled packages of SmartSupport hours are available at a further discounted rate.

The possibilities are endless.

From deep dives to data sets – let us customize a *SmartSupport* report that fits your need and budget.

EXAMPLES OF SMARTSUPPORT CAPABILITIES

- **Consumer-Based**
 - **Consumer preferences and attitudes** regarding soups at Limited Service restaurants
 - Customized **summaries** of Consumer Trend Reports
 - Review of emerging entrée sauce flavors resonating with consumers and associated menu trends
- **Brand-Based**
 - **Brand comparison** of fountain and bottled beverages on Limited Service menus
 - Growth of branded sauces in Full Service
 - Analysis of leading **adult beverage** brands associated with margaritas
 - Semi-annual reporting of **by-the-glass** wine offerings on leading full service menus
- **Occasion-Based**
 - Trends in snacking with an emphasis on growth in mini sandwiches
 - Analysis of **Limited Time Offers** in the Breakfast daypart
 - **Pricing and sizing analysis** of lunch offerings compared to dinner offerings on Casual Dining menus
 - Supporting research for **menu ideation** for Limited Service late-night menus
- **Segment-Specific**
 - **Weekly monitoring** of news briefs for a competitive set of emerging Quick Service chains
 - Pricing analysis for sandwich combo meals at Limited Service restaurants
 - Menu **gap analysis** among Canadian full service operators
 - Overview of leading foodservice **trends and implications** for Limited Service and Full Service operators
 - Sales growth trending and implications among Limited Service hamburger chains
 - Trends in soup and bread bowl offerings in the Bakery/Café segment
- **Menu Trends**
 - Analysis of top four ethnic cuisines on menus and identification of **emerging ethnic cuisines**
 - **Quarterly update** on menu importance of breads and baked goods
 - Growth of premium burger ingredients and reporting of new burgers added to menus
 - Analysis of top toppings, sauces and crusts on pizza chain menus
 - Growth of leading smoothie flavors on menus and identification of emerging **flavor trends**

Utilizing the Technomic data you already own, we will create a solution to fit your needs – saving you time and money.



NEXT STEPS

To use SmartSupport today, or to learn more about this service, please contact Patrick Noone at 312.506.3852 or pnoone@technomic.com.

Hear what subscribers are saying about our services...

- ▶ “Technomic simply delivers; from high quality products, to actionable insights, to solid counsel to drive your business forward. Their customer-focused orientation is unparalleled in the food industry. They just ‘get’ it! They are an invaluable part of our team. In today’s challenging marketplace, Technomic truly is our competitive edge.”
– **Marketing Executive for a leading baked goods manufacturer**
- ▶ “Using Technomic’s online products and SmartSupport research resources allowed us to walk into the meeting with relevant data that showed our chain customer how and why their competitors and customers preferred our brand over other options—and our customer agreed!”
– **Senior Brand Manager at a global beverage company**
- ▶ “Technomic data helps me easily educate both my employees AND my customers/partners about what’s happening in the market, and how it pertains to our business on a large-scale basis.”
– **Vice President at a major international manufacturing firm**
- ▶ “Technomic’s online products give me better insight into the business in one single location instead of searching through several sources.”
– **Vice President of an adult-beverage distribution company**
- ▶ “Technomic’s data analysis is always meaningful and timely, as well as easy to read and understand. It’s the best information I have found to help me manage my business. I share the insights with many folks within our organization.”
– **CEO of an emerging quick-casual restaurant company**
- ▶ “The information is very relevant and helpful to further analyze our business. It provides excellent “thought starters” for our strategic planning purposes.”
– **Marketing Director at a leading casual-dining chain**
- ▶ “I convert lots of Technomic data into news for my management team at many levels... executive to operator. Technomic provides tangible, intelligent information that I reference in weekly updates about the industry as a whole.”
– **Business Analyst at an international franchising firm**

About Technomic Information Services

Technomic Information Services has been tracking the foodservice industry for over 40 years, providing industry intelligence, forecasts, data and training support to manufacturers, operators and distributors and others allied to the field. Our numerous publications and digital products—featuring quick-read newsletters, analytical annual reports, training handbooks, sales guides and restaurant chain profiles—help industry leaders keep a finger on the pulse of the entire foodservice terrain. Technomic Information Services delivers distinctive, premium content to its customers.

TECHNOMIC INFORMATION SERVICES

300 South Riverside Plaza
Suite 1200
Chicago, IL 60606
p (312) 876-0004
f (312) 876-1158
www.technomic.com