



# *Technomic Custom Publishing*

*A PERFECT FIT FOR YOUR BUSINESS*



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**TECHNOMIC** INFORMATION SERVICES  
*Food industry information you can count on.*

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# Technomic Custom Publishing

A PERFECT FIT FOR YOUR BUSINESS

Technomic Custom Publishing creates proprietary newsletters and industry-tracking reports tailored exclusively to your business.

## TAKE MARKET INSIGHTS TO A NEW LEVEL WITH OUR POWERFUL SERVICE

In today's fast-paced business arena, staying informed is a challenge for every industry sector. Our unique service, *Technomic Custom Publishing*, empowers you to deliver **customized foodservice publications**, designed around the specific needs of your company:

- **For your customers:** provides sales and marketing teams with a resource to help improve customer retention, while offering a convenient way to track trends.
- **For your internal teams:** shares critical industry information and competitive intelligence to aid in strategic planning and day-to-day decision making.
- **For your company's leadership:** offers fact-based, actionable insights and comprehensive market coverage for busy executives.

## DRIVEN BY YOUR OBJECTIVES AND GOALS

*Technomic Custom Publishing* is designed to help **educate your customers or internal staff with the information most relevant to your business**. Our custom newsletters and industry tracking reports, created with **your company's logo on the masthead**, can help your organization:

- Communicate more effectively with customers
- Target prospective customers
- Provide timely, actionable insights from an objective and credible perspective
- Track your competitors
- Educate internal staff
- Build loyalty and retain customers

## DELIVERING ONLY THE INFORMATION YOU NEED, WHEN YOU NEED IT

Based on a schedule you decide, Technomic delivers the content you choose in a "quick read" format that can feature: **news, trends (channel, category and segment), restaurant profiles, analysis, implications, charts, exhibits** and more. We can also conduct **original research** or incorporate research your organization may have sourced from other organizations.

## TECHNOMIC EXPERIENCE MATTERS

With more than 40 years experience and a reputation as the industry's leader in marketplace performance tracking, no other company is better suited to serve your information needs. Drawing on our exclusive foodservice library and knowledge base, **we currently deliver *Technomic Custom Publishing* to major food suppliers, operators, trade associations and financial institutions.**

## How to Customize Your Program

These three steps can get your initiative underway.

- 1 Step One—explore objectives and identify goals.** Let Technomic facilitate a complimentary internal review with your team members who have a stake in the custom publishing program.
- 2 Step Two—develop and confirm content specifications/classifications.** Using an extensive range of industry information and insight, Technomic will work with your group to craft a truly customized deliverable that achieves all goals identified in Step One.
- 3 Step Three—launch and gather feedback.** Following the initial launch of your custom publication, Technomic will proactively gather feedback from your internal team members, as well as your readership base, and make any additional enhancements.

## Some Starting Points

### SAMPLE CUSTOM NEWSLETTER, DELIVERABLE IN PRINT AND DIGITAL FORMATS:

Your company logo here!

Content you choose here!

Expert commentary and insights here!

Your company contact information here!

**Flavor**  
Innovation Monthly

Volume Number 22

Inside this Issue

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**Flavor Fashions from Emerging Chains: Rising Stars Offer Clues to What's Next**

Where do new flavor and menu ideas come from? Technomic research over many years has confirmed that the foremost source of new flavors and items for mainstream chain restaurants is the smaller, regional chains where chefs have the freedom to experiment and try new ideas. Unlike major national chains, these smaller players are not held back by a cumbersome R&D process or a need to please a wide swath of American consumers in every region of the country. Ideas are just as likely to emerge from chefs in individual restaurants as from the corporate office, and market research may consist of no more than putting an item on the menu and seeing what happens. Regional products, tastes and ethnic influences may provide a basis for innovation.

Yet despite their relative freedom to experiment, these chains are more anchored to mainstream tastes than are big-city independent restaurants; they're less likely to focus on expensive or rare ingredients, or on urban fads and fashions. Regional chains are a good indicator of the early stages of regional flavor and menu trends. And despite the idiosyncrasies of regional emerging chains, their menu ideas are frequently scalable to the national scene. They can, and do, provide something fresh and new not only in their home territory, but to other regions of the country as well.

Technomic's recently released *2008 Emerging Chain Concept Report* shows a snapshot of change being led by these innovative chains. The 100 chains profiled collectively grew their unit count by more than 20% in 2007—with standout growth among fast-casual restaurants, which grew unit numbers more than 30%. Fast casual is really the "upscaling" of traditional QSR or fast food, offering strong appeal both for those trading down from casual dining and for consumers trading up from the traditional burger and fries to fresher, more healthful food in a stylish, relaxing environment.

Among LSR menu clusters, sandwich shops, fast-casual bakery cafés, and frozen dessert and beverage shops were heavily represented; burger, "healthy" specialty and Italian/pizza restaurants also showed robust growth. Among casual-dining establishments, varied-menu restaurants (particularly wine bars and lounge concepts) and upscale seafood were major growth formats. Across sectors, grilling and

**The 100 chains profiled collectively grew their unit count by more than 20% in 2007.**

Your Company Name ■ Your Company Address and Phone Number ■ Your Company Website and Email Address

Define the information areas most important to your business:

### Landscape

- Macro economic environment
- Consumer behavior
- Your customers' activities

### Competitive

- New products
- Marketing campaigns
- Product enhancements

### Categories

- Beverage
- Proteins
- Desserts

### Trends

- New menu items and limited-time offers
- Health and wellness
- Technological innovation

### Segments

- Casual dining
- C-stores
- Beyond restaurant operators

## NEXT STEPS

We look forward to working with you to identify your goals, research requirements and the most effective way to reach your target audience. Technomic will then build a custom information resource for your company that delivers timely insights on a scheduled basis. Call today to learn how *Technomic Custom Publishing* can help you to engage your customers and enlighten your staff.

>> To learn more, please call Patrick Noone at 312-506-3852.



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www.foodpubs.com

## Technomic Custom Publishing Testimonials

"The articles are concise, fact-based and get to the business points quickly."

– Mark Scoular, *Managing Partner*, **Maven Capital**

"Your publication consistently provides tangible, intelligent information that I reference in weekly updates about the industry as a whole. I convert the data to inform my management teams at many levels... executive to operator."

– David Waters, *Business Analyst*, **Zaxby's Franchising, Inc.**

"It helps me educate my employees and customers/partners about what is going on in the market, as well as our business on a large scale basis."

– George Green, *Vice-President*, **Bread and Company**

"It gives excellent information and trends that apply to the hospitality industry. I share it with all of my colleagues so that they can use the information for the appropriate discipline."

– Scott Shoenberger, *Vice President of Operations*, **Marcus Hotels & Resorts**

"It gives me better insight to the business in one document instead of searching through several documents."

– Jamie Parton, *Vice President*, **Gordon Biersch Brewery Restaurant Group, Inc.**

TIME  
SAVER!

## SmartSearch: Customized Information Retrieval Service

When foodservice leaders need reliable information to help them uncover opportunities, solve problems or refine their strategies, they turn to Technomic's SmartSearch team. Let our experts save you valuable time by conducting custom literature searches, tracking trends, performing competitive and customer analyses, or even identifying acquisition targets. Before you commission research or test-market products/restaurant concept ideas, put SmartSearch to work and receive quick, reliable and affordable assistance.

## 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

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