

# 2020 UPDATE: CAPTURING SENIOR LIVING OPPORTUNITIES IN THE COVID-19 ERA

Image source: bmo.com

## BACKGROUND

As the pandemic looms, senior living facilities have been forced to close resident dining rooms and shift to delivery-only and individually wrapped foods. As a National Director of Dining puts it "We have had to simplify the dining process and focus on safely serving a high-acuity population as the common denominator."

Despite the pandemic, senior living has been one of the fastest growing segments in the industry, and the pandemic has only increased the importance of food and beverage as residents have been confined to their quarters.

In July 2019, Foodservice IP (FSIP) delivered a comprehensive report on the senior living segment. In light of the pandemic, we are developing a timely update that will build on our 2019 research which will include:

- How senior living facilities are responding to the pandemic
- What major changes have occurred in the past 6-12 months
- What the future looks like for the channel
- What expectations they have of food manufacturers
- Client-specific questions regarding categories

## APPROACH

Our approach will include **50 contextual interviews with decision makers, with emphasis on COVID-19 responses**, modeled after our 2019 questionnaire. Some of the facilities we will interview include:

- |                      |                 |
|----------------------|-----------------|
| • Watermark          | • Golden Living |
| • Brookdale          | • Atria         |
| • Holiday Retirement | • Five Star     |
| • HCR Manorcare      | • Friendship    |

## NEXT STEPS

To purchase the **Capturing Senior Living Opportunities in the Covid-19 Era study today**, please complete the order form on the following page or contact:

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## FSIP DELIVERS

We offer deeper strategic insights at a price that beats the competition. Our study sponsors receive:



The complete 2019 Senior Living study with revisions and additional forecasts for growth and size of the segment



The ability for early participants to steer the questionnaire



Expert analysis and implications that will answer your most pressing questions



In-depth Power Point report



Truly strategic guidance around Senior Living foodservice initiatives

# PURCHASE AGREEMENT

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The total price for the updated 50 interviews, along with the 2019 study is \$13,250. We expect to deliver the updated results 6-8 weeks from engagement start. Buyers of the 2019 study can purchase the additional findings for \$6,500. Please indicate your engagement level below:

- YES**, I'd like to purchase the full 2019 study with updated interviews and 2020 sizing for \$13,250.
- YES**, I was a 2019 study sponsor and would like to purchase the additional 2020 findings for \$6,500.

## ACCEPTANCE

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

Once approved, please sign, scan, and email this form to your FSIP representative:

**TIM POWELL**  
tpowell@foodserviceIP.com

**ABBY DEAN**  
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Thank you for your business!