

EVALUATING FOODSERVICE OPPORTUNITIES WITH COLLEGES AND UNIVERSITIES 2021

The start of the coronavirus meant the swift end of self-service in college and university dining halls across the country. Prior to the pandemic, students were able to select a multitude of varieties and customized choices. For example, the University of Nebraska's salad bar dropped from more than 100 combinations to 25. Navigating that abrupt shift has been a challenge—but it's also brought about fresh insights and some welcome change. While fewer choices may seem like a negative across the board, students and operators alike have experienced a lift in enjoyment by interacting face-to-face as staffers now plate and assemble food. With the unpredictability of 2021, Foodservice IP is undertaking a comprehensive study of this segment so that manufacturers have the most up-to-date intelligence in order to plan accordingly over the next 6-18 months.

TOP ENGAGEMENT OBJECTIVES

1. Bring to light foodservice growth trends and drivers in U.S. colleges and universities after Covid-19
2. Deliver dynamics and trends related to different service areas/systems
3. Identify critical issues faced by C/U institutions and how these impact foodservice
4. Forecast how the C/U foodservice market will evolve through 2023
5. Reveal key growth opportunities and critical success factors for manufacturers as C/U operates in a post-Covid-19 world

FSIP'S APPROACH

- 1 **In-depth secondary research scan** to reveal trends and directions for the current C/U foodservice segment.
- 2 **College student interviews** to assess behaviors, attitudes and desired changes in C/U foodservice.
- 3 **College and university operator contextual interviews** that include 75 in-person audits and telephone discussions. The results will deliver qualitative and colorful insights into the current C/U foodservice service systems during Covid-19.
- 4 **Strategic custom analysis** with confidential recommendations for each sponsor on how to best leverage the C/U opportunity along with an informative Q&A webinar.

NEXT STEPS

To participate in the study, please complete the acceptance form on the following page. If you have questions or would like to review the full proposal with our detailed methodology, contact your FSIP representative:

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FSIP DELIVERS

Expert analysis and implications to inform future strategies in a post-Covid-19 "world."

Personalized roadmap for working more profitably with Colleges and Universities.

The most current, up-to-date analysis of students and operators along with needstate "gaps."

Easy to digest commentary with key takeaways and actionable recommendations.

True strategic guidance to boost your foodservice results.

STUDY ACCEPTANCE

Evaluating Foodservice Opportunities with Colleges and Universities 2021

YES, I'd like to sponsor this study at \$11,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan and email to the attention of one of the following FSIP representatives:

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Thank you for your business!