



FOODSERVICE RESEARCH & BUSINESS CONSULTING



FRESH INSIGHTS FROM SEASONED MINDS

Foodservice IP (FSIP) is a research-based management consulting firm that specializes in foodservice. We help food companies develop proven business strategies driven by insights.

A winning position in the food and beverage industry requires sound strategies, differentiation, dynamic merchandising, and tailored marketing approaches. Our experts assist clients in making sense of this cyclical industry by interpreting the data they already possess, deriving meaningful insights and developing product and marketing strategies that create consumer value.

FOOD & BEVERAGE PRACTICE AREAS

FSIP provides strategic solutions to a broad base of clients including restaurant chains, supermarket and convenience store chains, as well as foodservice suppliers, distributors, private equity firms, trade associations, and advertising firms.

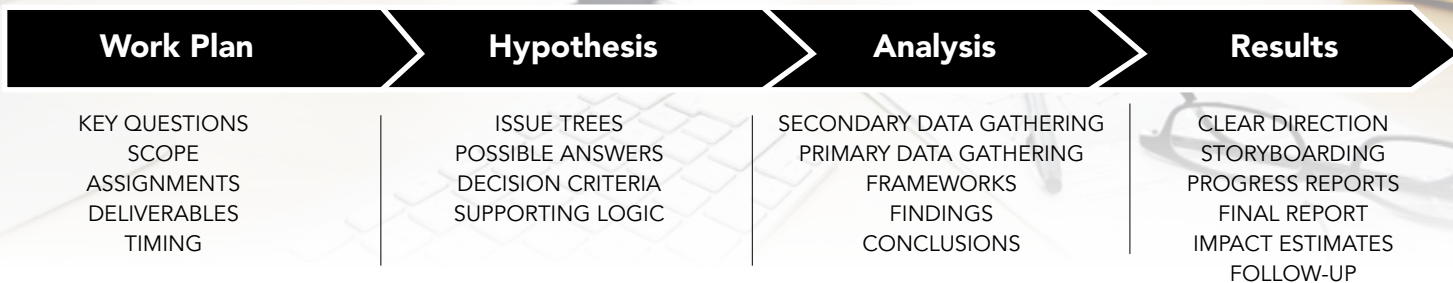


SERVICES OFFERED

Business Area	Client Need	FSIP Approach/Solution
Strategy	Increase profitability and reduce costs	A detailed business assessment with a clear road map and organizational checkpoints to ensure success
Branding	Drive customer loyalty	Expert strategic guidance around building and sustaining a strong brand
Consumer, Customer & Competitor Insights	Fine tune marketing to target audiences	Needs-based analysis and segmentation techniques to uncover key shopper/consumer attitudes and usage insights
Foodservice Industry Intelligence	To improve response to and awareness of marketplace dynamics	Monitor and advise around the long-term economic, legislative, environmental, and channel-specific activities that impact business
Opportunity Assessment	Steer key investment decisions	Comprehensive methodology examines the: <ul style="list-style-type: none"> • Client's internal situation • Influential market forces • Stakeholder attitudes, behaviors, and usage



THE FSIP DELIVERY PROCESS



WHY FOODSERVICE IP?



EXPERIENCE COUNTS. In most research and consulting firms, partners and senior executives design and sell a consulting engagement, only to turn the project over to junior staff. At FSIP, we take pride in how our leadership remains fully engaged in each assignment from start to finish, ensuring clients receive the results that only a seasoned professional can provide.



PROVEN TRACK RECORD. We know the food business inside and out. Our analysts' cumulative experience spans 30 years across the entire food and beverage industry. We are veteran thought-leaders who have worked for big-name firms. In contrast to larger companies, FSIP is fresh, agile, and committed to excellence and the highest research standards at a price that beats our competitors.



ANSWERING THE WHYS AND THE HOWS. We provide end-to-end engagements from scoping a project, to identifying the hypothesis to test. We synthesize the raw data we gather into compact and strategic options that you can use to hit the ground running.



RELATIONSHIPS FIRST. We take the time to understand a client's business before, during, and after the engagement so that implications and recommendations are relevant, measurable, and on target with your business needs.



AUTHENTIC STRATEGIC THINKING. We know that not all phenomena and real-world events fit into a linear model. True strategic thinking is not linear. FSIP will work tirelessly to find creative and innovative solutions to your most pressing issues — so that you don't have to.

HOW WORKING WITH FOODSERVICE IP IS DIFFERENT

We are a new company...of **food industry veterans**.

We are deep thinkers and straight shooters...providing **fact-based guidance that inspires**.

We are small but mighty...and **laser-focused on your needs**.

We are agile and lean — offering the **best value on high-quality consulting and intelligence**.

We are different. **We are Foodservice IP.**

LET'S BUILD A BETTER STRATEGY TOGETHER!

Contact your FSIP representative to get started today:

Tim Powell
Managing Principal
312.600.5131
tpowell@foodserviceip.com

Julie Guy
Associate
773.255.7178
jguy@foodserviceip.com

Joyce Baird
Director of Sales
312.305.0532
jbaird@foodserviceip.com