

# MANAGING THE DIGITAL FOODSERVICE ECONOMY

Supply Chain Intelligence and Patron Insights for the Changing Digital Landscape

## BACKGROUND

The changing landscape of foodservice based on the Covid-19 threat wreaked havoc on the industry. There were gaping holes in the supply chain and the demand side of foodservice. While operators are the ultimate decision makers in terms of supply decisions, patrons drive the pull-through choices. For this reason, Foodservice IP is expanding its 2022 research to include consumers to collect a 360-degree view of the digital marketplace in foodservice. The intelligence gathered in this engagement will give clients the insights needed to formulate actionable, strategic responses.

## ENGAGEMENT OBJECTIVES

- Evaluate the impact of e-commerce on the supply chain in 2022
- Identify trends and evolutionary directions of digital sourcing and supply chain disruptors
- Identify consumer usage, attitudes and plans for digital ordering and online requirements through 2025
- Assess implications of online growth and demands for foodservice distributors, manufacturers and operators
- Provide benchmarks to manufacturers regarding strategic and tactical approaches to digital economy management

## APPROACH

- **Engagement Initiation**—We'll meet privately with each sponsor to discuss program objectives and proprietary research needs
- **Existing Data Review**— We'll gather and review public information and nonproprietary research to identify current trends prior to fielding
- **Qualitative and Quantitative Research**—*In-depth supplier interviews* to understand the strategic importance of digital commerce to manufacturers; *Consumer survey of 500 heavy-to-moderate users* of online foodservice to glean attitudes and usage insights; *Survey of 150 operators*, including FSRs, QSRs, Education, Healthcare, Lodging and others determined by sponsors to assess issues, preferences and plans; *Detailed interviews with traditional broadline distributors* and online-only players such as Foodservice Direct, Amazon and others to round out an extensive evaluation of the online procurement market

## NEXT STEPS

To sponsor the **Managing the Digital Foodservice Economy** study, please complete the acceptance form on the following page or contact:

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## FSIP DELIVERS

We offer deeper strategic insights that beat the competition. Our study sponsors receive:



Robust reporting and analysis of the current e-commerce landscape and its future outlook



Detailed profiles of top suppliers in the foodservice procurement space



Trends and dynamics impacting the market and individual segments + opportunity analysis to aid in profitable expansion and participation in online procurement



Go-to-market supplier activity + implications for online procurement participation



Review of specific opportunities and threats within sponsor product categories



Truly strategic guidance around foodservice initiatives

## PURCHASE AGREEMENT

## Managing the Digital Foodservice Economy

**YES**, I'd like to purchase the study for \$14,750.

### 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

**JOYCE BAIRD**

jbaird@foodserviceIP.com

Thank you for your business!