

# CAPTURING NEW OPPORTUNITIES IN SENIOR LIVING

Senior Living has been a bright spot in the broader healthcare segment of foodservice thanks to aging Baby Boomers. But this growth trend that brought these facilities an influx in residents is now poised to also benefit hospitals as this generation begins to reach age 70 and beyond. It also raises questions about current foodservice dynamics in these segments, warranting new exploration as viable growth vehicles outside of traditional foodservice channels. While this market is an attractive target for suppliers, its complexity is only expected to intensify as more healthcare options and foodservice solutions become available.

Foodservice IP's (FSIP's), **Capturing New Opportunities in Senior Living**, will deliver critical research-based insights and perspectives for the Senior Living segment. This resource is a "must have" for suppliers wishing to better penetrate the Senior Living segment and to benchmark their success. Our proven approach is multi-faceted and delivers the depth of intelligence required to make strategic decisions.

## APPROACH

- Opportunity assessment of Senior Living foodservice categories
- Detailed trade interviews with decision makers
- Quantitative research with a representative sample of Senior Living operations
- In-depth study findings and implications specific to the business needs of foodservice manufacturers

## NEXT STEPS


To sign on today and have your proprietary questions included in our survey please complete the acceptance 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:

 Expert analysis and implications that answer your most pressing questions for better business planning

 In-depth Power Point report

 Complimentary webinar

 Personalized infographic (with your company logo) to share with operator clients for value-added relationship building

 Truly strategic guidance around Senior Living foodservice initiatives

# PURCHASE AGREEMENT

# Capturing New Opportunities in Senior Living

- YES**, I'd like to sponsor the study for \$13,500 and have my proprietary questions included.

## 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:

**JOYCE BAIRD**

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**TIM POWELL**

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Thank you for your business!