

# SEIZE OPPORTUNITIES IN THE COLLEGE AND UNIVERSITY FOODSERVICE CHANNEL

*Foodservice in colleges/universities is poised for evolution amid enrollment declines, warranting a new look at the segment. It's known that older students represent the bulk of this drop, but it becomes important to understand more deeply how this trend is impacting foodservice in these institutions.*

- **Beyond age, how else is the student population changing? How do these shifts differ between two- and four-year institutions?**
- **To what degree are college/university foodservice programs challenged by declining revenues? How are budgets and purchasing practices being impacted?**

For suppliers, this foodservice segment offers many attractive features. First, the total College and University (C/U) foodservice market is estimated to have reached \$9.4 billion in food, beverage and non-food purchases in 2022. Secondly, this segment has experienced strong growth over the past decade, largely surpassing industry averages and growth for the segment is expected to outpace the industry. And finally, "consumers" in C/U have a strong preference for brand names.

Foodservice IP (FSIP) is proud to announce the launch of its 2023 study, **Seize Opportunities in the College and University Foodservice Channel**, now open for sponsorship.

## STUDY OBJECTIVES

- Bring to light foodservice growth trends and drivers in U.S. colleges and universities
- Market segmentation and differentiation between two- and four-year institutions
- Deliver dynamics and trends related to different service areas/systems
- Uncover consumer attitudes toward and behavior within C/U foodservice and retail food/beverages
- Identify critical issues faced by C/U institutions and how these impact foodservice
- Forecast how the C/U foodservice market will evolve through 2025
- Identify key growth opportunities, anticipated challenges/hurdles and critical success factors for manufacturers who participate in the C/U foodservice market

## APPROACH

- **Engagement Initiation**—meet privately with each sponsor to discuss objectives and proprietary research needs. FSIP will obtain a "wish list" of questions to incorporate into the survey instruments. Each sponsor will be able to sign off on the final questionnaire with their custom, confidential questions.
- **Existing Data Review**—Exhaustive review of available information to provide deep contextual perspectives on industry dynamics
- **Consumer Research**—750 heavy to moderate users of C/U foodservice venues will be interviewed. Includes students, faculty, employees and visitors.
- **College/University Operator Research**—FSIP will quantify attitudes and behavior with an in-depth survey of 250 C/U foodservice operators.
- **Analysis and Report Delivery**—Report content will include common-interest and proprietary sections

## NEXT STEPS

To sponsor **Seize Opportunities in the College and University Foodservice Channel** study, please complete the acceptance form on the following page or contact:

**TIM POWELL**  
Managing Principal  
312.600.5151  
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**JOYCE BAIRD**  
Director of Sales  
312.955.0437  
jbaird@foodserviceIP.com

## FSIP DELIVERS

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

**Robust reporting and analysis of the current C/U foodservice landscape and its future outlook**

**Detailed perspectives around key C/U foodservice players**

**Trends and dynamics impacting the market and individual segments + opportunity analysis to aid in profitable expansion and participation in C/U foodservice**

**Go-to-market supplier activity + implications for participation**

**Review of specific opportunities and threats within sponsor product categories**

**Truly strategic guidance around foodservice initiatives**

## SPONSOR AGREEMENT

## Seize Opportunities in the College and University Foodservice Channel

YES, I'd like to sponsor the study for \$15,000.

### 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!