



YOUR GO-TO FOOD INDUSTRY EXPERTS FOR MEDIA SOURCING





Foodservice IP analysts average more than 20 years of experience in food industry research and consulting. Our deep knowledge-base encompasses all areas of the restaurant business, including operator, menu, supplier, consumer, and economic trends. You can depend on our expertise for all your media projects covering food and beverage news.

THOUGHT LEADERSHIP TO SUPPORT YOUR DEADLINES

Foodservice IP delivers reliable perspectives and fact-based insights for the following topics and more...

**RESTAURANT
PERFORMANCE**

**MENU & INGREDIENT
TRENDS**

**CONSUMER
TRENDS**

MANUFACTURING

**DISTRIBUTION
& LOGISTICS**

**MERGERS &
ACQUISITIONS**

**GROCERY STORE
PREPARED FOODS**

**CONVENIENCE
STORES**

**CENTRAL KITCHENS
& COMMISSARIES**

**FOOD TRUCKS &
GHOST RESTAURANTS**

**PLANT-BASED
FOODS**

**CAFETERIAS
& FOOD HALLS**

MEET THE EXPERTS: FRESH PERSPECTIVES FROM SEASONED MINDS

Tim Powell



tpowell@foodserviceip.com



312-600-5131



@timlpowell

Tim Powell is a Managing Principal of Foodservice IP (FSIP).

His responsibilities include recommending and developing business strategies, market sizing, designing qualitative and quantitative research methods, strategic planning and project management. Tim serves as a trusted foodservice adviser to management at several food companies. Prior to FSIP, he spent several years with foodservice research and consulting firm Technomic as a Principal. Tim previously worked in similar consulting and marketing roles with KPMG LLP and IBM. He is a regular contributor to Restaurant News, The Los Angeles Times, The Chicago Tribune, The Columbus Dispatch, Advertising Age, Reuters as well as other local publications. He has appeared on Fox Business News, NPR and other local television and radio programs. Tim regularly presents at a variety of client and industry events and conferences. Tim earned his Bachelor of Arts in Journalism at The Ohio State University and a Masters of Business Administration degree at the University of Illinois, as well as Masters in Liberal Arts from the University of Chicago.

"Inflation has broken the levy wall of low prices at QSRs," said the restaurant consultant Tim Powell, referencing the industry term for "quick-service restaurants."

**BUSINESS
INSIDER**

According to industry consultant Tim Powell, principal of Foodservice IP in Chicago. "Effectively, the c-store gets traffic for its store and receives rent from the QSR," he said.

ConvenienceStore
NEWS

Jenny Anderson



janderson@foodserviceip.com



415.297.6479

Jenny Anderson is a Senior Associate with Foodservice IP.

Jenny specializes in industry segment and product category research, concept and menu trend analysis, and consumer research on perceptions and shopping/purchase behavior. Much of her work takes a 360-degree approach to analysis, examining restaurant and non-commercial operators, retailers and product solutions. She is the founder of multiple industry intelligence programs, and her analyst commentary has been featured in general news media as well as a number of trade publications, including Progressive Grocer, Supermarket News, Nation's Restaurant News, The National Provisioner, Perishables Buyer and IDDBA's What's In Store report. Prior to FSIP, she focused on helping clients understand industry and consumer trends and the strategic implications to their business. She also spent several years with food industry research firm Technomic and also held positions with the National Restaurant Association, EnsembleIQ (formerly Stagnito Media) and the American Dietetic Association. Jenny earned her Bachelor of Science degree from the University of Minnesota.

WE ARE RESPONSIVE & VERSATILE

FSIP experts are regularly quoted in popular publications such as, *Nation's Restaurant News*, *Vox*, *Business Insider*, *Restaurant Hospitality*, *NPR*, *Reuters*, *C-store Decisions*, *Convenience Store News*, *Fox Business*, *The Orange County Register*, *The Columbus Dispatch*, and many more. For a sampling of the kind of press mentions Foodservice IP regularly receives, view our complete archive at www.foodserviceip.com/news. Or for additional thought leadership examples, please visit our corporate blog at www.foodserviceip.com/blog.

FSIP can also help you by:

- Authoring guest columns
- Taking questions in a interview format for live or recorded video segments
- Presenting on foodservice topics at industry events

CONTACT US TODAY!

For media inquiries:

- TIM POWELL | *Managing Principal* | 312.602.9899 | tpowell@foodserviceip.com
- JENNY ANDERSON | *Sr. Associate* | 415.297.6479 | janderson@foodserviceip.com

For logos, headshots, and print or electronic copies of bios, email
Tim Powell at: tpowell@foodserviceip.com.



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