

CATEGORY ASSESSMENT OVERVIEWS FROM FOODSERVICE IP

BACKGROUND

Foodservice IP (FSIP) offers short- and long-term assessments of foodservice categories for clients. We write proposals for each client based on the needs during the scoping phase.

COMMON ISSUES COVERED

- **Where is the category heading? What is driving growth?**
- **What are the primary menu applications and usage trends?**
- **New product introductions:** How successful have they been? Which manufacturers have been most active in this area?
- **Operator attitudes and practices affecting category development:** What are perceptions of these products? What formats are utilized?
- **What are customer needs and wants with respect to product improvements and new products?** Brand vs. private (operator and distributor) label shares and trends?
- **Bases of product and supplier selection by operators and distributors:** How is quality defined and measured? How important is quality vs. price, etc.? How does this vary by account type?
- **Distributor practices and plans specific to the categories:** Number of SKUs and vendors? Mix management?

OUR APPROACH

FSIP consultants are skilled at both primary research and secondary research assignments. Depending on your timeline and budget, you can determine which approach best fits your needs.

FSIP writes all surveys/guides and handles completion of surveys. Stakeholders can include consumers, operators, distributors and competitors. Interviews will be a combination of internet and/or qualitative phone interviews. Actual segment breaks/interviews will be finalized with clients.

FSIP uses non-proprietary data to build models and pull information specific to the objectives. All sources will be disclosed to clients. Our work is backed with a full guarantee of complete satisfaction. We are happy to share referrals from primary and secondary research clients.

TIMING, FEES & NEXT STEPS

Primary research projects span 4-8 weeks with fees that vary from \$15k-\$50k+. Categories, segments and data analysis impact price.

Secondary (desktop) research takes 1-3 weeks with a minimum fee of \$7,500. Data modeling needs (sizing, forecasting) impact pricing. To learn more about our work or to initiate a project today, contact: **Tim Powell, Managing Principal, at 312.602.9899/tpowell@foodserviceIP.com.**



SCOPE

Sample Categories

Hot and cold beverages
Bottled/
Packaged beverages
Sandwiches
Burgers
Baked goods
Pizza
Sides/bites
Prepared salads
Fresh cut fruit
Soups

Sample Segments

Full service
Quick Service
Business & Industry
College/University
Lodging
Schools
Healthcare
(Hospitals & Nursing Homes)
Convenience Store
Supermarket/
Retailer Foodservice



PROJECT DELIVERABLES

- Assess category **current size, segmentation, and formats**
- Determine **how business has changed over the past five years** and examine the **future outlook** for each category/sub-category
- Examine the **competitive landscape**, including an evaluation and share estimation of active key competitors in categories of interest
- Outline **critical success factors** in each category
- Develop **key conclusions, implications and recommendations** regarding growth opportunities and outlook



FSIP's RESEARCH ADVANTAGE

- In-depth analysis from experienced consultants exclusively focused on the food industry
- Value-priced intelligence that answers the "so what" and "what now"
- Truly strategic "go" or "no go" recommendations for specific manufacturer categories