

BUILT FOR FOODSERVICE MANUFACTURERS

Use FSIP as an extension of your team—bringing experienced foodservice judgment to questions, analyses and deliverables that need to move forward.

Best for teams that need senior-level thinking, specialized research expertise or extra execution capacity without adding permanent overhead.

CONFIDENTIAL BY DESIGN

FSIP will sign a non-disclosure agreement to protect proprietary information and maintain the confidentiality of your work.

FLEXIBLE BY DESIGN

Engage FSIP for an ongoing strategic relationship or focused, on-demand support—using the format that best fits the work.

A BANK OF TIME— USED YOUR WAY

Draw down hours only when you need them. Priorities and deliverables can evolve as business needs change.

FSIP Advisory Services

Foodservice expertise when you need it. Extra horsepower when you don't.

Foodservice teams do not always need another large consulting engagement. Sometimes you need an experienced outside perspective on a strategic question.

Other times, you need someone who knows the industry to step in and get an important project done. FSIP gives manufacturers flexible access to experienced research, strategy and execution support.

Two ways to put FSIP to work:

ON-DEMAND SUPPORT

- Answer business questions quickly
- Develop or review field instruments
- Interpret data, reports and syndicated research
- Translate research into concise, decision-ready briefs
- Create custom reports, infographics and presentations
- Add execution capacity when internal resources are stretched

STRATEGIC ADVISORY

- Pressure-test plans and assumptions
- Identify the issues and opportunities that matter most
- Refine growth, channel and go-to-market strategies
- Conduct periodic business and program reviews
- Bring a clear foodservice perspective to key decisions
- Build an ongoing, collaborative strategic process

RELEVANT HISTORICAL FSIP RESEARCH

Where appropriate, advisory work can draw on roughly 10 years of FSIP's non-proprietary primary research to add context, benchmarks and speed.

LARGER PROJECTS

Broader engagements—such as custom research, market sizing or comprehensive growth strategy—are scoped and priced separately.

EXPERIENCED LEADERSHIP

Senior foodservice expertise stays close to the work from the first question through the final recommendation.

TIM POWELL, *Managing Principal*

Principal with deep experience in foodservice strategy, market sizing and qualitative and quantitative research.

JENNY ANDERSON, *Senior Associate*

More than 20 years of consulting and client-side food-industry experience, including the development of industry intelligence programs.

FLEXIBLE-ACCESS AGREEMENT

FSIP Advisory Services

LET US SUPPORT YOUR TEAM TODAY

Purchase a bank of FSIP time and use it as needs arise—for strategy questions, research, analysis, pressure-testing an idea or completing tactical work your team does not have the resources to finish.

☐ YES, I'd like to activate 20 HOURS for \$7,500 of flexible access for focused questions, analysis and targeted deliverables.

☐ YES, I'd like to activate 40 HOURS for \$11,500 offering greater capacity for ongoing advisory support and multiple workstreams.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

**Once approved, please sign, scan, and email this form to
Tim Powell at tpowell@foodserviceIP.com**

Start with a question. We'll help turn it into a decision.