foodservice IP
Authentic strategic thinking.



2027 MULTICLIENT RESEARCH CATALOG

We are a strategy consultancy *first*.

EACH MULTICLIENT STUDY INCLUDES:

- Comprehensive PowerPoint report with detailed analysis, charts, and expert commentary
- Free sponsor webinars and presentations for internal teams
- Proprietary sponsor-only questions integrated into surveys
- Continued support from Foodservice IP (FSIP) beyond delivery (no added fees)
- Strategic integration: FSIP partners with sponsors to translate findings into practical growth roadmaps
- Robust appendix with survey instruments and full data set



PROPOSED FSIP 2027 RESEARCH PORTFOLIO

Convenience Store Foodservice: Winning the Next Meal Occasion
Convenience stores are expanding beyond traditional snacks and beverages to compete for breakfast, lunch, dinner, and between-meal occasions. This study examines prepared foods, grab-and-go, made-to-order offerings, beverages, bundled meals, and the operational capabilities required for stronger execution. Operator and consumer research will identify what drives trial, trust, repeat purchases, and increased foodservice frequency.

The New College & University Dining Model
College and university dining faces real financial pressures, changing student expectations, and demand for convenience, flexibility, and value. This study examines how meal plans, residential dining, campus retail, and grab-and-go are evolving across campuses. Research with students and dining operators will identify unmet needs, menu and beverage opportunities, operational constraints, and ways manufacturers can strengthen product development, supplier support, and growth strategies in this market.

Protein Across the Foodservice Menu
Protein has moved beyond the center of the plate into breakfast, beverages, snacks, bakery products, handhelds, and foods positioned around health, energy, and satiety. This operator-focused study examines animal proteins, eggs, dairy, plant-based products, and protein-enhanced foods and beverages. It will identify the channels, applications, product formats, and operating requirements offering manufacturers the strongest opportunities for growth.

Breakfast and the Expanding Morning Occasion
Breakfast is evolving across restaurants, convenience stores, colleges and universities, K-12 schools, lodging, healthcare, and workplace foodservice. This operator-focused study examines breakfast foods, handhelds, bakery, proteins, coffee, specialty beverages, portability, all-day availability, and labor-saving formats. The research will identify changing operator priorities, unmet product needs, and opportunities spanning both food and beverage categories

Flexibility in Study Topics

At FSIP, we recognize that the most valuable insights often emerge directly from our sponsors' priorities. If there is sufficient interest in a specific topic, we are flexible in adjusting the research calendar. Typically, it takes three to four sponsors to initiate a new study. This ensures the project is both cost-effective and highly relevant to the participants. We encourage sponsors to share areas of interest, and we will consider launching additional studies based on demand.

Pricing & Timing

- One study: $15,000
- Two studies: $26,500
- Three studies: $35,000

Kickoffs: Pre-work 4Q 2026, Fielding Q1 2027 (report delivery end of Q1, start of Q2)

Recently Completed & Available for Immediate Purchase

- The Next Generation of Chefs: Millennials & Gen Z as Decision-Makers
- Growth Drivers in K-12 Foodservice
- Senior Living Foodservice: Hospitality Meets Healthcare
- Foodservice Beverages: Coffee, Tea, Energy & Functional
- Digital Distributor Platforms: Reshaping Operator–Distributor Relationships
- Selling to Central Kitchens & Commissaries
- Bundle pricing applies when combining past and upcoming reports.

Closing Note

Our multi-client studies represent one dimension of FSIP's work. They provide affordable access to timely evidence, but our primary work is guiding clients through custom strategy development, go-to-market planning, and execution support. These projects serve as catalysts for deeper engagements, where the evidence gathered here becomes the foundation for tailored growth strategies.

To learn more, contact:

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About Foodservice IP

We are a young company...of food industry veterans.

We are deep thinkers and straight shooters...providing fact-based guidance that inspires.

We are small but mighty...and laser-focused on your needs.

We are agile and lean...offering the best value on high-quality consulting and intelligence.

We are different...we are Foodservice IP.

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