

Implications

Recommendations



Foodservice: two different mindsets



**CONSUMER
MINDSET**

**I'm on the move. I
want quick,
convenient food
with zero calories.**



**It's end of the
month. My budget is
tight but I still want
to have fun!**

**I'm going to the
gym, why don't I
get a healthy
snack while I'm
there**



Foodservice: two different mindsets



**SUPPLIER
MINDSET**

**We think QSR,
B&I, fast casual...**

**Our focus is on
ethnic WTC**



**We think in
industry terms**

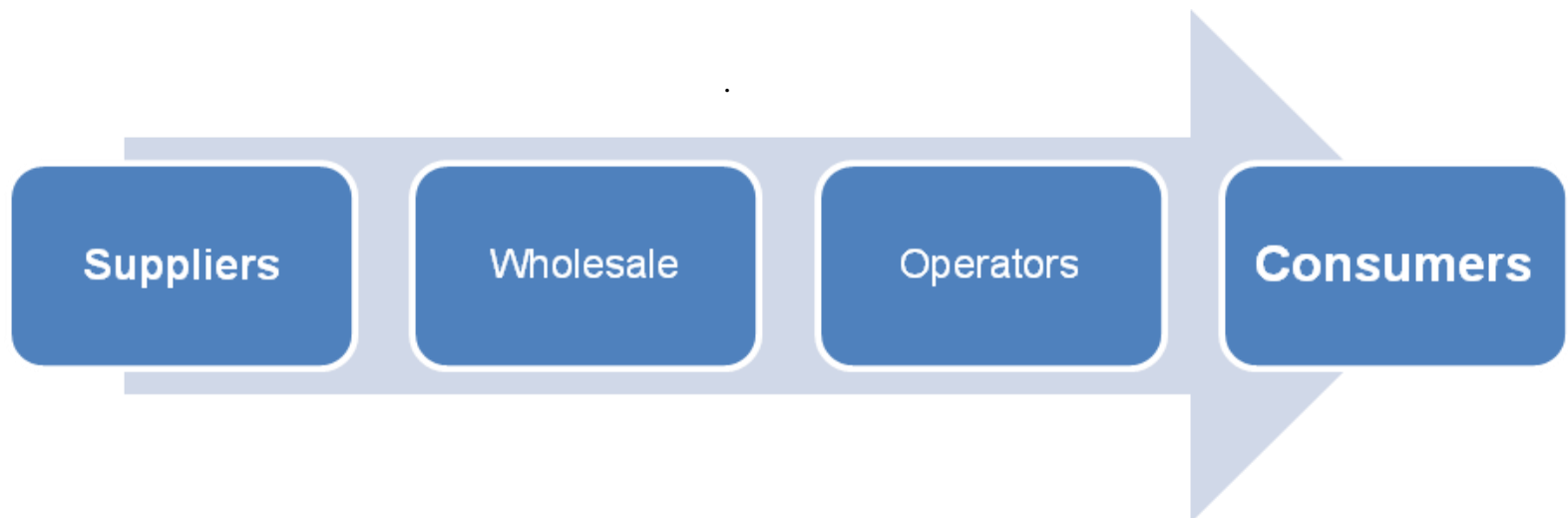
**We supply
culinary flavour
solutions**

**We are experts in
bag-in-box....
par-baked
products**



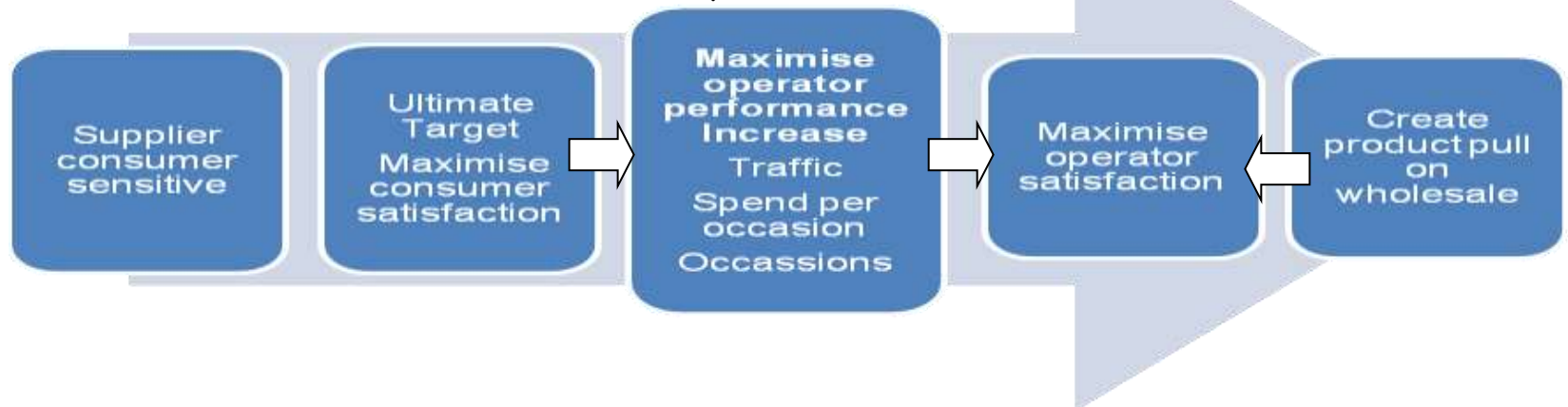
Implications

- The successful players are those who have stayed close to their customers and this is a key base of competition as the industry moves forward.
- A newly emerging imperative is to manage **the customer chain** rather than a supply chain.
- Suppliers need to take a holistic perspective in which the entire chain is the customer.



Managing the customer chain

- Suppliers must service and add value to each of the links in the customer chain.
- Understanding what the consumer wants will help you ensure you get the right product in the right place.
- Understanding operators and the operation of the supply chain will allow you to judge the right price.
- Working with wholesale will enable to improve the promotion element of the equation and the logistics.



Best practice from elsewhere

Strategies to Help Increase Traffic

Kraft Works and Salad 360°

Kraft Works offers a fresh take on building your business, including our comprehensive salad program, Salad 360°—providing insight into today's salad trends, new recipes and profit tools to help get the most from your salad business.



Hand-held Asian salad

Strategies to Help Maximize Profit



**Mini Sandwiches, Mini Burgers, Mini Desserts
Shareable plates, combo platters
and check boosting bar food**

Key enablers and the way forward

- Operate short, but plan long.
- Move, cautiously, beyond survival strategies and back into sales and market development.
- Assist operators in moving from value offerings to increasing spend per occasion. Consider:-
 - ➔ Foods to add interest and excitement
 - ➔ Foods for new meal occasions
 - ➔ Increasing the value of provenance and sourcing local/Irish



Best practice from elsewhere

French's Mustard Mixology Programme

“Creating craveable sandwiches that will keep patrons coming back for more”



Let our Mixology recipes help you add unique flair and premium appeal to sandwiches and more by combining flavorful, one-of-a-kind FRENCH'S® mustards with simple on-hand ingredients.

Madras Curry Mustard



Smoky Chipotle Honey Mustard



Smoked Paprika Mustard Aioli



Using condiments to turn an ordinary sandwich into a specialty offering
Profit boosting benefits

Key enablers and the way forward

- Reflect consumer wants
 - ➔ Think consumers and their wants to pull the product through
- Add excitement, particularly consumer excitement
 - ➔ The consumer boredom threshold is low
 - ➔ Consumers want to be entertained and having something new has become an entertainment form
 - ➔ The need for innovation and crucial differentiation
 - ➔ Differentiated products and traffic magnets will attract premiums, the rest will be price driven



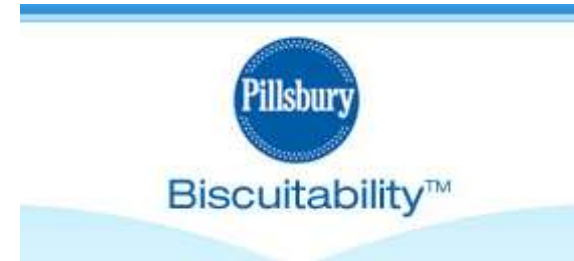
Best practice from elsewhere



Finger Foods with Style Hot Crispy Cones Concept



**"Increase traffic with
hot breakfast any time, anywhere"**



**"One biscuit meets
every menu need"**

Best practice from elsewhere



DESSERT PARTNER®
TO THE INDUSTRY SINCE 1973

Go-To Dessert Partner



*Top of
Trends*



*Knowledgeable
Professionals*

*Ensuring just the
right product mix for
your venue and
demographic.*



*Creating custom
desserts that
provide solid sales
and impressive
longevity.*



Key enablers and the way forward

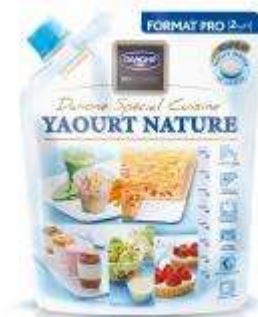
- Reflect customer need
 - ➔ Think operators and what they need to drive their business
 - ➔ Assist customers with finding new traffic magnets and getting more customers through the door
 - ➔ Provide products that encourage customers to spend more per occasion



Best practice from elsewhere



**“Protecting your menu into the future”
The Innovation Kitchen
New gourmet meals as signature dishes**



**Business
Makers**



**Solutions to drive sales
and profitability**

**Product innovation
Dispensing Technology**

Best practice from elsewhere



Ideas @ the Heart of Value.

The Buck Stops Here

Making customers dollars, and yours, go further with value menu offerings.

Explore our collection of menuing ideas for your value menu.



Hashbrown Sausurrito

Ideas @ the Heart of Value.

Luxury Meets Value

Bringing luxury and value together to thrill customers.

Discover new ways to create menu items that satisfy customers' cravings for indulgence and affordability.



Chicken Mignon

Key enablers and the way forward

- Add value in the route to operator
 - ➔ Wholesalers are there to build their business not yours, identify where your company can align and assist with this aim
- Start to plan beyond the day after tomorrow



