

The IFMA logo consists of the letters 'IFMA' in a bold, red, sans-serif font. A red horizontal line is positioned below the letters, starting from the left and ending under the 'A'.

IFMA

WEBINAR

The background of the slide is a photograph of a person's hands holding a smartphone. The person is wearing a blue denim shirt. The background is slightly blurred, focusing attention on the phone and hands.

Phone to Table: The Accelerating Consumer Landscape

August 29, 2023

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Webinar Housekeeping Notes

- All lines are muted for the duration of today's webinar.
- Questions can be asked throughout the webinar using the Question box.
- Questions can be sent to charlie@ifmaworld.com.
- This webinar is being recorded and a copy of that recording and slides will be posted to www.ifmaworld.com.



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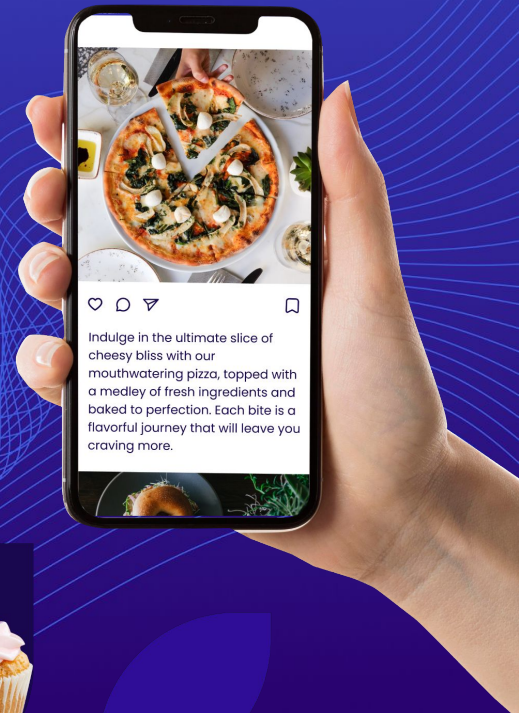
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Enthusiast





Phone-to-table:

The accelerating consumer landscape



August 2023





Ilana Ryder Schnytzer
Director of Product Marketing,
Tastewise



Ian O'Neil
Senior Account Executive,
Tastewise



What's on tap for today?



Ilana Ryder Schnytzer
Director of Product Marketing



Ian O'Neil
Sr. Account Executive,



Phone-to-table: The changing consumer landscape



3 tips to navigate this new era of AI



Question + Answers



Viral TikTok video recipe prompts feta cheese shortage



Corn Kid generated nationwide shortage in fresh corn



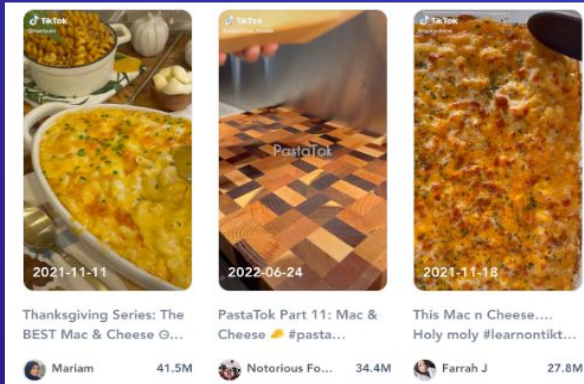


Food as entertainment

HOT ONES



Testing Viral Tik Tok Foods 🍽️ | Part 4
1.4M views • 11 months ago





GOOGLE / TECH / ARTIFICIAL INTELLIGENCE

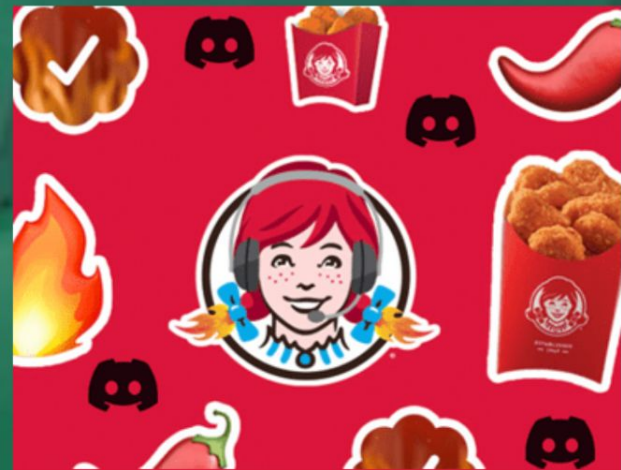
Wendy's tests an AI chatbot that takes your drive-thru order





WELCOME TO THE WENDYVERSE

JUMP IN



JOIN THE CHAT



ORDER NOW



NEED A HEADSET?



Luminary, an AI-generated pop-up restaurant, just opened in Australia. Here's what's on the menu, from bioluminescent calamari to chocolate mousse.

Aaron Mok Aug 3, 2023, 1:58 PM EDT



The phone-to-table phenomenon

Famous personalities and big brands set the trends



2000s



2012



Instagram Influencer movement take off - **curated content only**

User-friendly apps & tech-enabled driver networks unlocks food delivery: **Consumer palettes & preferences diversify**

JUST EAT

Uber Eats

2017

2020

Rise of hybrid work & laissez-faire aesthetic .
Everyone is a home cook;
anyone can post and share their food

Hundreds of millions share **stories and motivations** behind their eating moments.

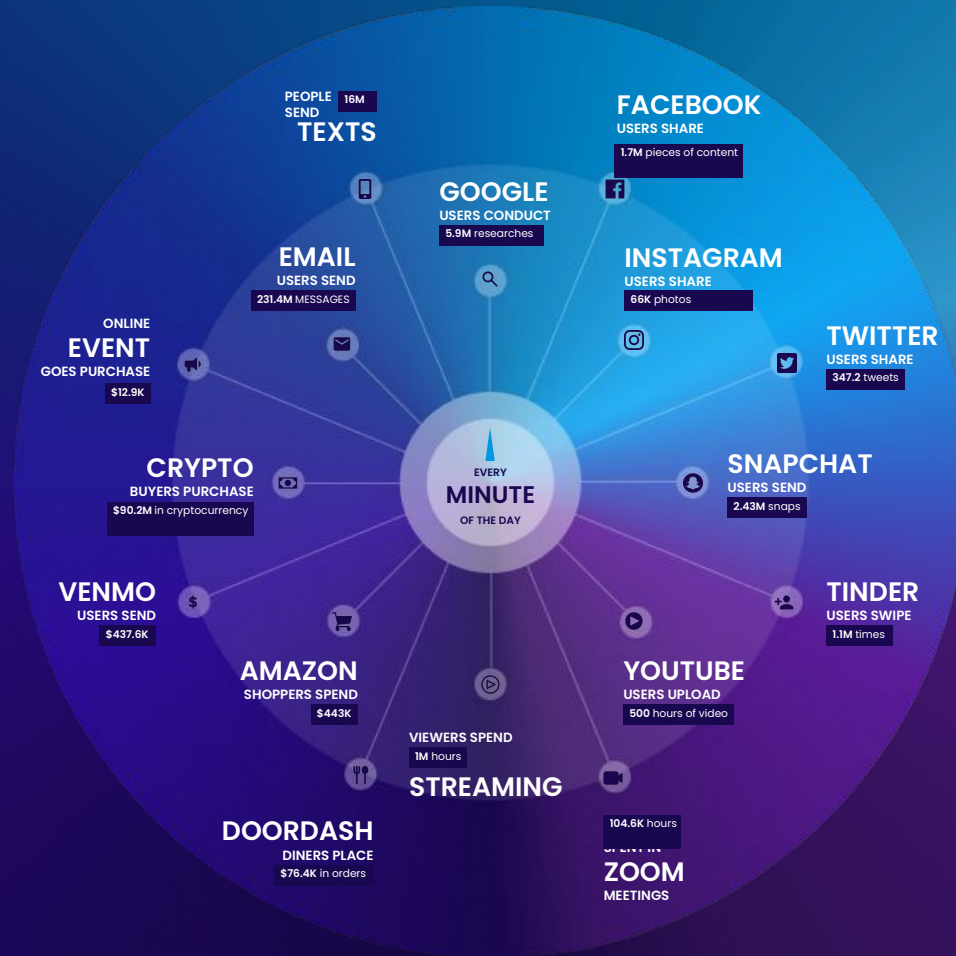


2021 +

2023

AI boom

Keeping pace with the fast-moving consumer: Navigating market shifts





Consequences: The health landscape in 2013





Consequences: The health landscape in 2023





**“90% of the data in the world was generated
over the last 2 years”**

Forbes

Instagram users post 46,740
photos every minute





4 types of foodservice organizations rise out of these changes

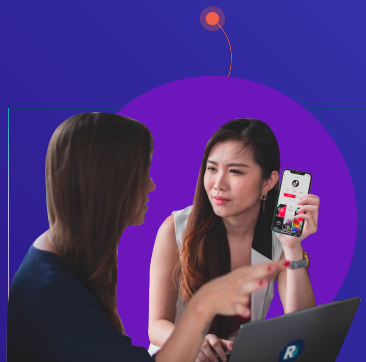
1

You don't have the data



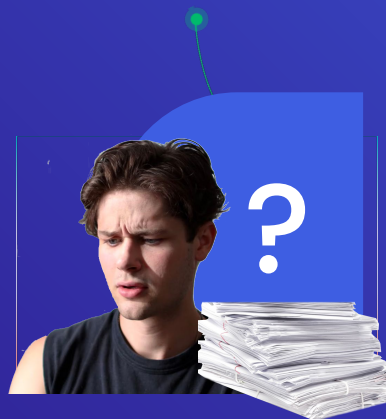
2

You have some of the data
(only retail or only retail and social)



3

You have all the data but none are actionable



4

Some teams have data, but it isn't available to all





**How can foodservice navigate this
phone-to-table era?**

Ways to use AI:



Discover new
concepts



Craft relevant
positioning



Develop
sales
strategies



Advise
customers



Identify new
opps



Create
content



Ideate on
menus

Tip 1

Trends have been democratized.
Let AI do the investigative work for you,
with **speed & scale.**



Fast-moving consumer data has created unprecedented challenges for discovery, decision-making and activation

Traditional tools:



Slow to keep up with change



Hard to identify & activate on early emerging trends



Impossible to understand consumers at scale

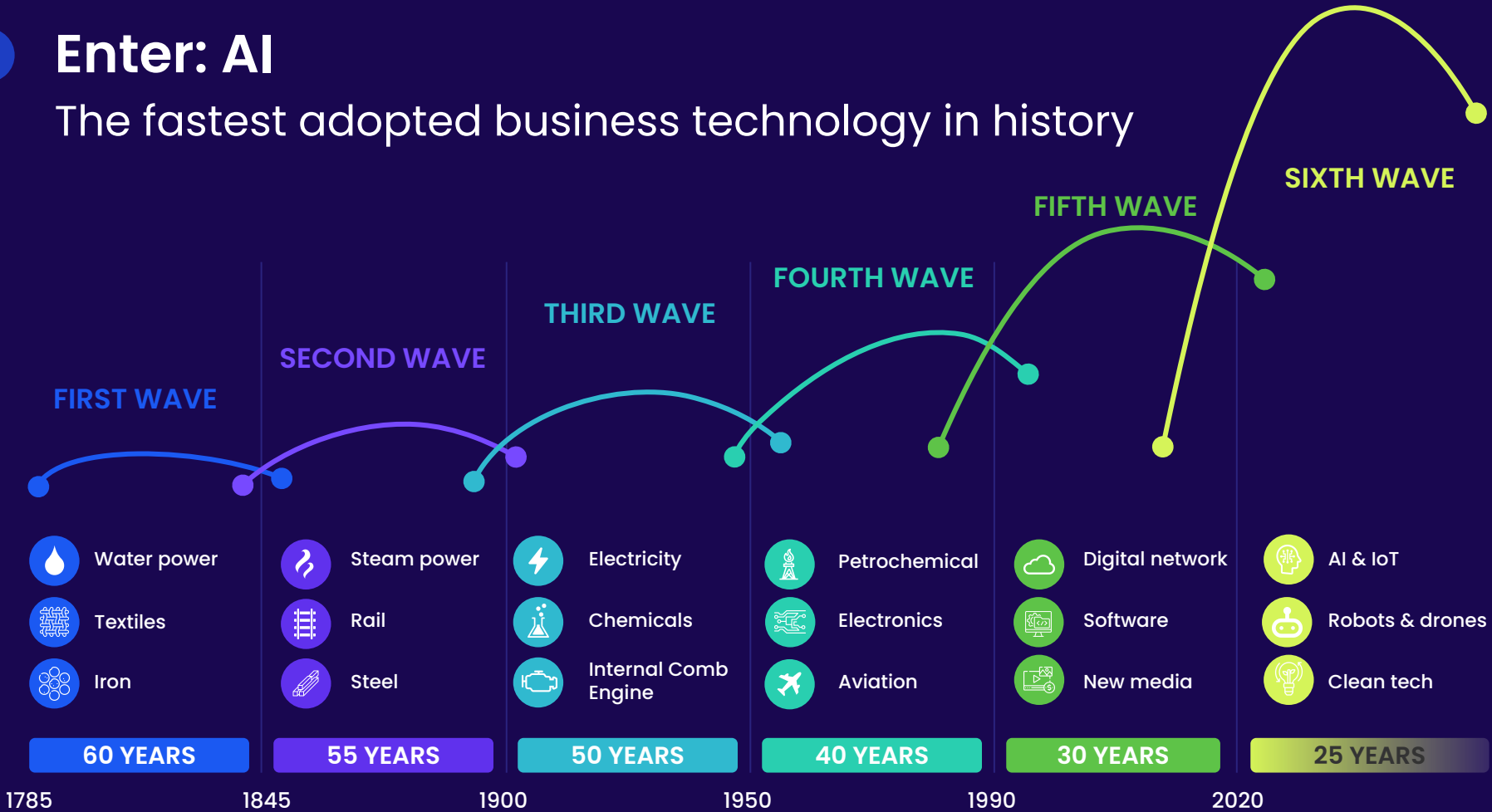


Struggle to make connections to foodservice



Enter: AI

The fastest adopted business technology in history





“Artificial intelligence without great data is
just artificial”



Tip 2

Find a the best place for AI to
drive growth in your business.

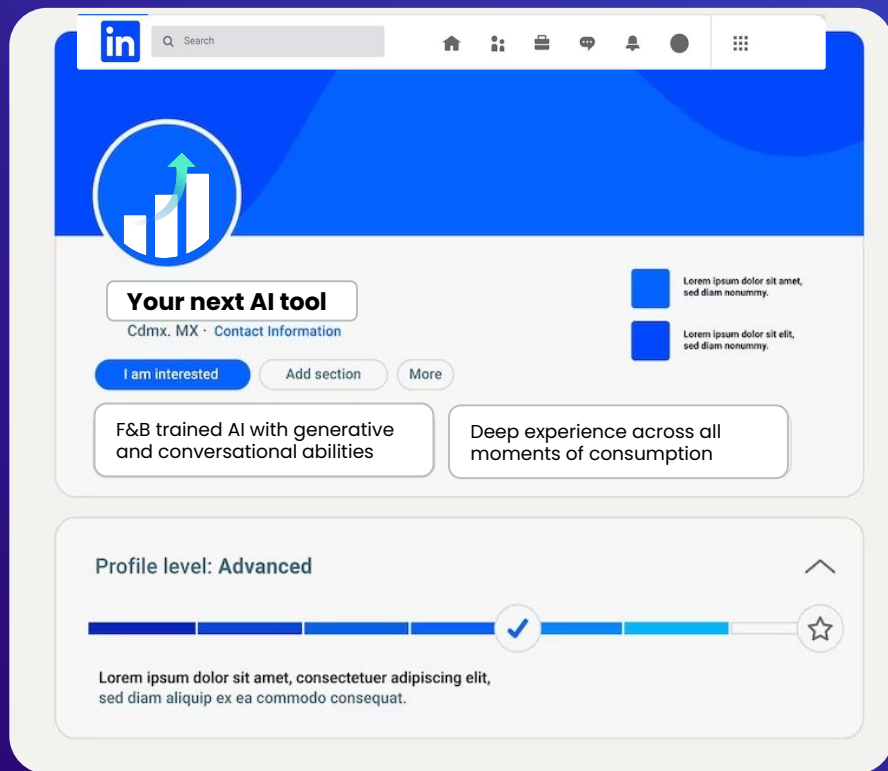


AI & the vast world of food and beverage





“Hire” the right AI for you



Does it demonstrate:

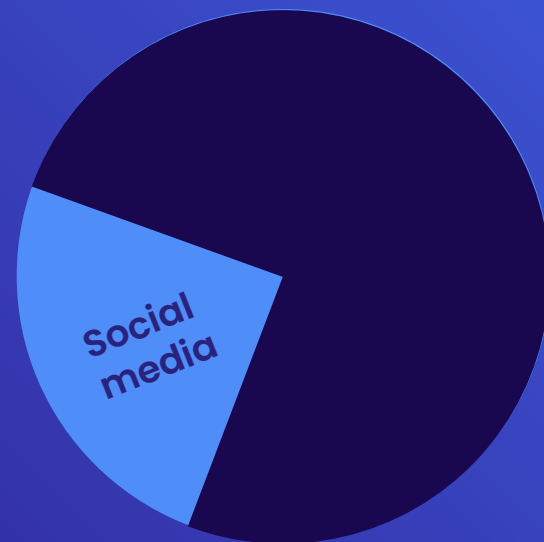
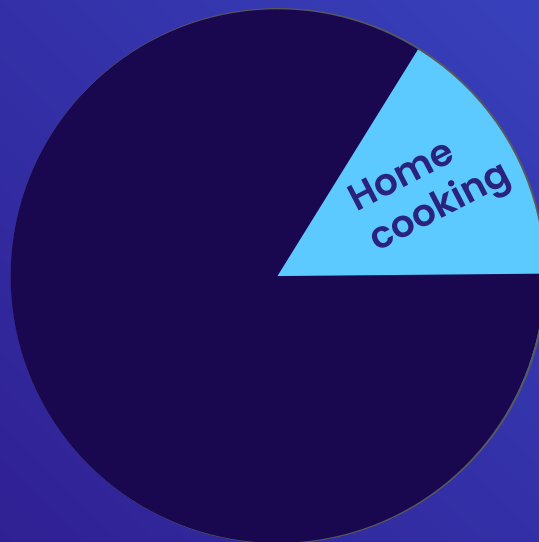
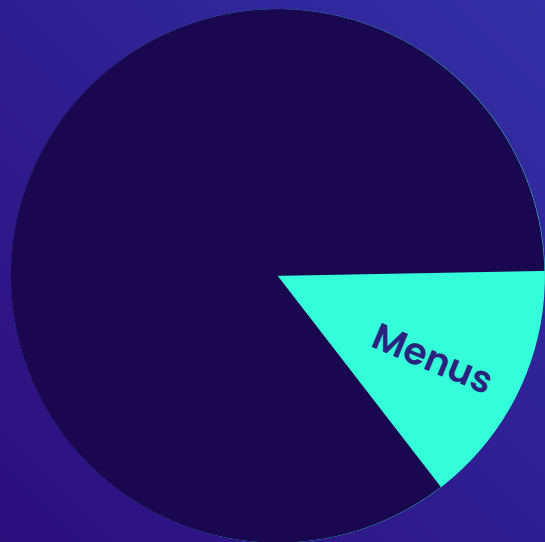
- ✓ Expertise
- ✓ Coachability
- ✓ Adaptability to your way of doing things
- ✓ Well-roundedness
- ✓ Rooted in reality
- ✓ **An ability to get the job done?**

Tip 3

The danger of a single story:
A 360° view brings order & value to chaos



Single-source data stories miss the complexity of today's food and beverage





Example: Women's health trends

Trend performance of "women's health"

Trend analysis over time and across social, menus and recipes

Copy PNG PDF CSV

Trend data Social **Menus** Recipes Trend Prediction





Example: Women's health trends

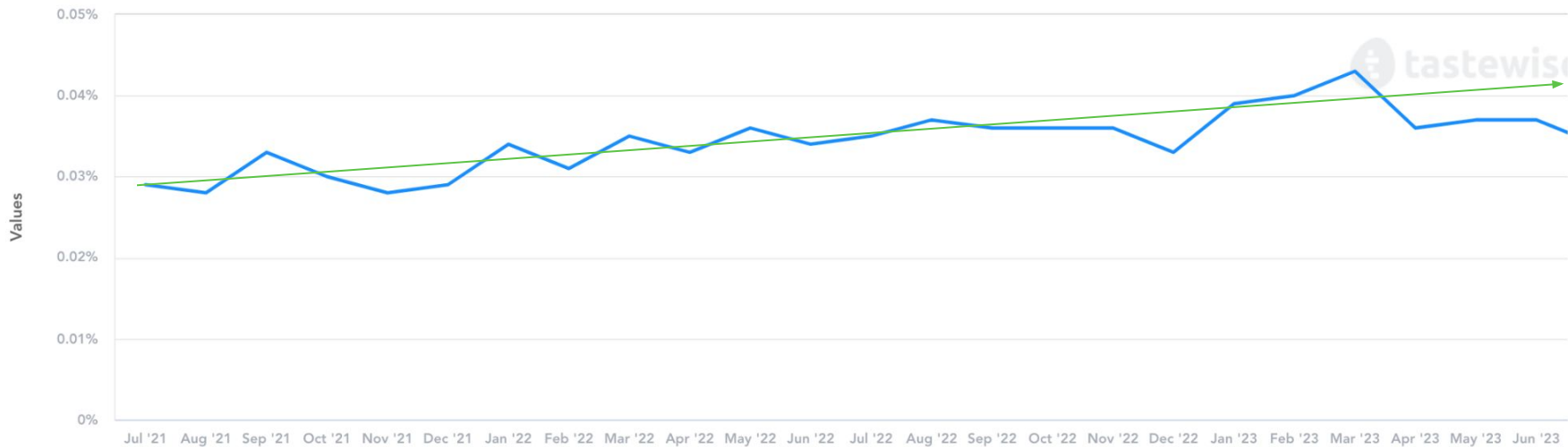
Trend performance of "women's health"

Copy PNG PDF CSV

Trend analysis over time and across social, menus and recipes

Trend data

Social | Menus | Recipes | Trend Prediction



Example: Women's health trends

< **Top Consumer Needs** Diet Nutrition Experience Functional Health Ethics Taste Color Social Setting Occasion Texture Preparation >

Show **Dominating** **Emerging**

Filter by type **Functional Health x**

Social Penetration Vs. Social Change

Compare the growth and penetration of the top motivations and claims

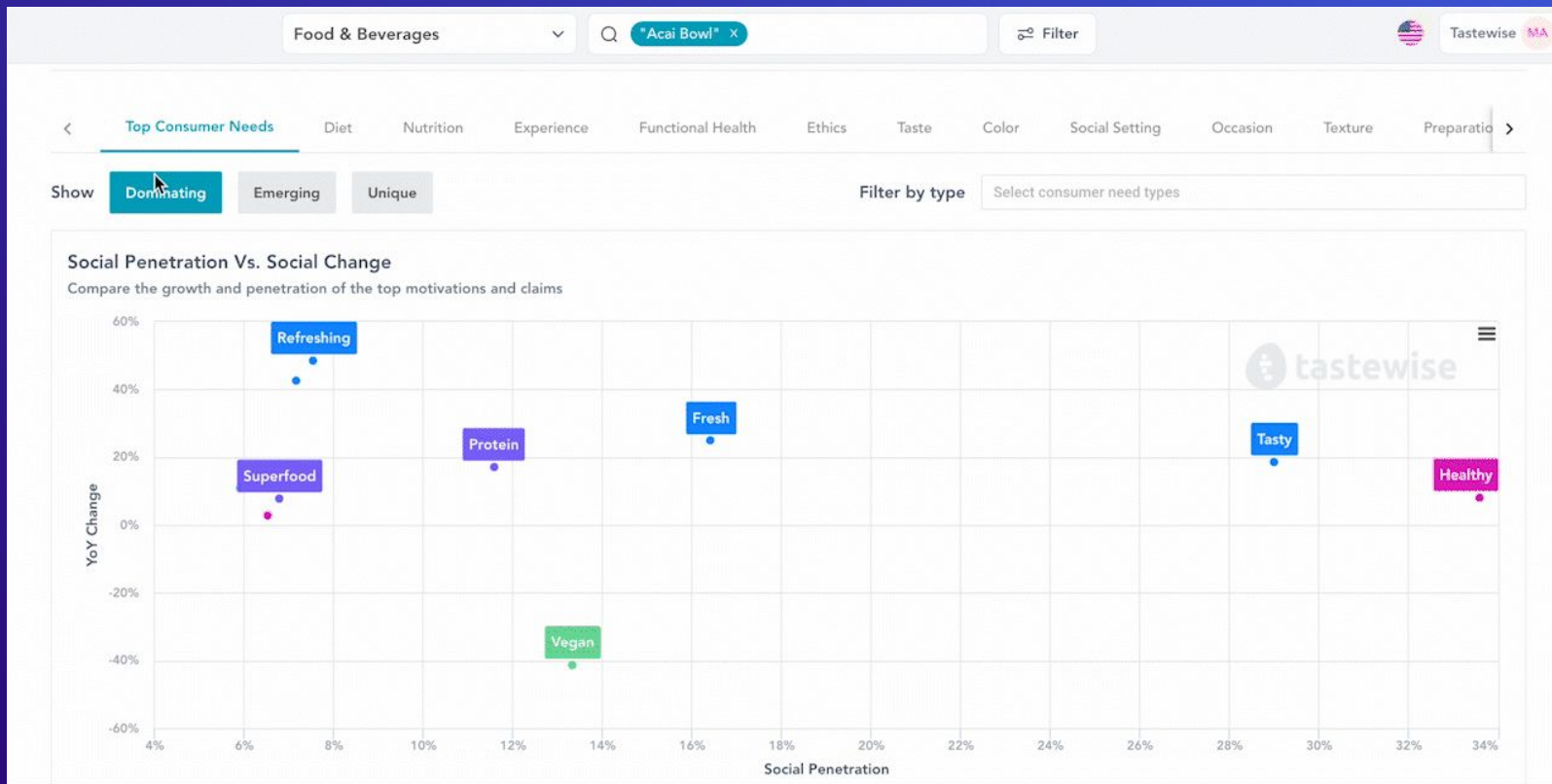


● Functional_health

TasteGPT



Example: the power of açai bowls





Move from “order taker” to “trusted advisor”

Home cooking trends

Social discussions

Consumption drivers

Menu gaps

Sales opportunities

Chains

True market overview

Deep category understanding

Menu ideation



● What **exists** out there

● What you'd like to **surface**

● What you can **offer**



True partnership

Consumer sentiment

Menu data

Bestsellers data

Regional trends

Single locations

Price changes

Upcoming innovation

New concepts

Opportunity identification

Sales enablement

Measurement tools



Transforming data-driven strategy to **AI-driven** strategy

Key takeaways

1

Let AI do the heavy lifting

Today's trends are democratized and can come from anywhere. Let AI do the investigative work for you at **speed** and **scale**.

2

Partner with AI to work effectively

AI should be a well-trained, efficient partner to extend your work — and positioned for the right impact at your organization.

3

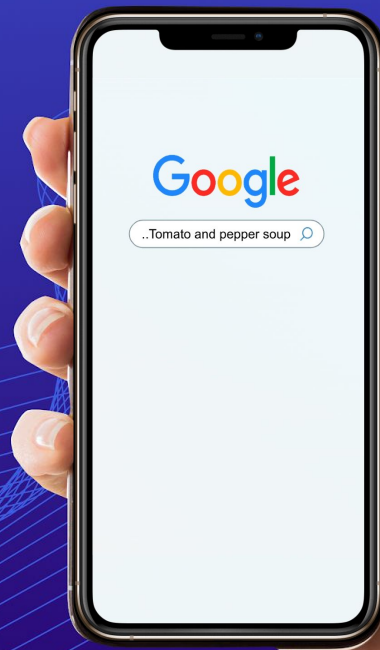
Move beyond a single story

Use AI to bring personalization to your sales story — and add trustworthy layers with a variety of data sources that capture a 360° view.



♥ 20,659
likes

Thank you!





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Foodservice Fundamentals November 14, 2023 Chicago, IL Registration Open Now



2023

PRESIDENTS CONFERENCE

November 5-7 | Scottsdale