

IFMA

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Optimizing Client Connections: AI & Data-Driven Approaches

October 12, 2023

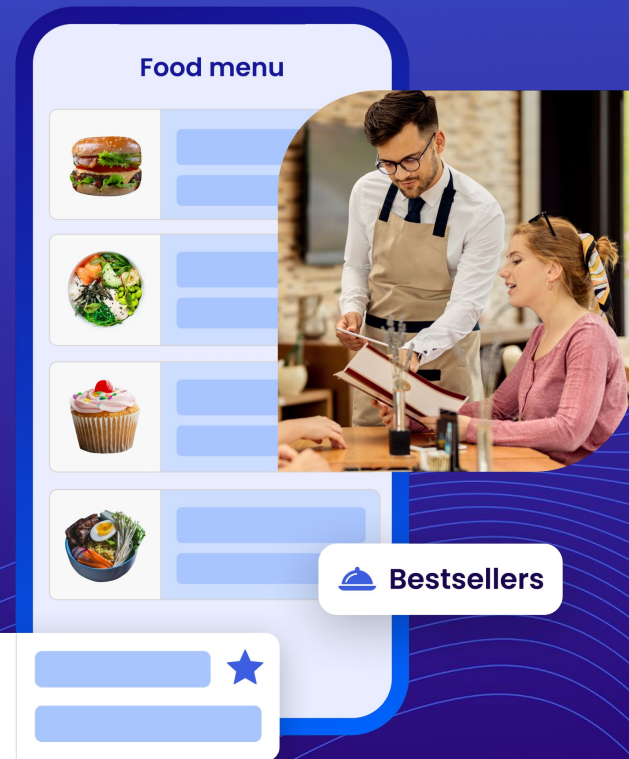
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Housekeeping Notes

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

Optimizing Client Connections: AI & Data-Driven Approaches



What's on tap for today?



Sam Newman

Director of Enterprise Accounts
at Tastewise



Market Dynamics:
Fast-paced changes



Data as an ingredient



Client engagement meets proactive strategies (or: why innovation matters)



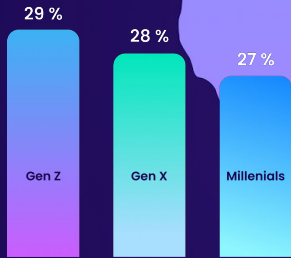
Leveraging bestsellers for menu insights *and* strategy enhancement



Q/A

The perfect storm for the F&B industry

Generative AI in the workplace in the United States 2023, by generation



World Health Organization



S
SHEIN



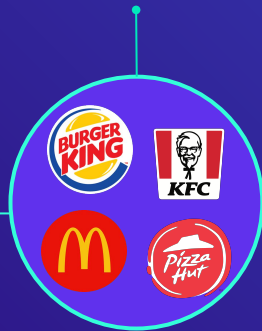
Away-from-home is so much more than just *outside the home*

Family-owned eateries dominate; dining out is an occasional luxury



1. Traditional Dining (1980s - 1990s)

Convenience is key; drive-thrus and QSR popularized



2. Fast Food & Chains Boom (2000s)

Platforms like Yelp, TripAdvisor influence dining choices; consumer reviews influence accountability and quality; "foodie" culture emerges



3. Online Reviews and Instagram Exposure (2010s)

Restaurants venture into delivery; tech-driven convenience; dine-at-home becomes a trend



4. Rise of Food Delivery Apps (Late 2010s)

The Covid effect



5. Local & Sustainable Dining (2020s)

AI-driven personalized dining recommendations; automated kitchens; augmented reality menus and experiences



6. Technology & Personalized Experience (2023+)



DATA, DATA EVERYWHERE



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

What does today's innovation look like?

Manufacturer-led innovation

Manufacturers with strong R&D introduce new products, offering training and menu ideas to operators, leading to novel menu items.



Operator-led innovation

Operators innovate unique dishes from in-house creativity, market trends, or customer feedback, collaborating with manufacturers for ingredients.



Partners and collaborators

Operators and manufacturers co-create, especially for limited-time or seasonal items, blending their expertise.





The transactional relationship can be different

Challenge:

"Order-taker" sales in a transactional foodservice space limit opportunities

Solution:

Strategic, personalized recommendations

- Leverage products we *already* sell
- Introduce products we *aim* to sell.





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



Consumer sentiment

Menu data

Bestsellers data

Regional trends

Single locations

Price changes

Upcoming innovation

New concepts

Opportunity identification

Sales enablement

Measurement tools

True partnership



Bestsellers inspire customized strategies





Drilling down to ingredients

Across all regions in the US, the total number of bestselling dishes where chicken is the primary ingredient is

56,462,794.



Bestsellers
containing
chicken:
35%



Consumer trends

Chicken is predominantly associated with the **Mexican cuisine** when it comes to bestsellers.

Among the chicken bestsellers, how are they most commonly prepared?

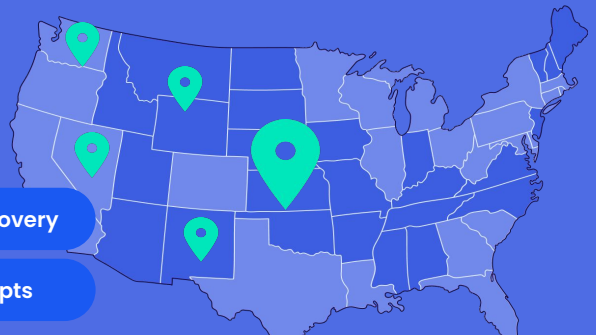
1. **Fried**
2. **Grilled**
3. **Toasted**

The most common side ingredients or accompaniments found with chicken-based bestsellers are Pork, Onion, Tomato, Lettuce, Rice.





Bestsellers inspire new dish opportunities



Regional Discovery

New Concepts

What's trending at single locations and small chains?

Discover the top rising menu items where innovation truly starts, based on menus and distribution

Item	# of Restaurants	YoY
Peruvian Chocolate Brownie	1,316	1,414.93%
Snickers Bars	3,750	72.01%
Chocolate Chunk Cookie	4,954	70.69%

Top Geographical Locations: California, Texas, Maryland, Arizona, Virginia

Top Geographical Locations: California, New York, Texas, Florida, Illinois

Top Geographical Locations: California, New York, Texas, Florida, New Jersey

Milanese Chicken With Blush Wine

This dish is a Milanese style chicken served with a blush wine sauce. The Milanese claim has a YoY growth of 44.82% while the blush wine ingredient has a social change YoY of 161.1% and a social monthly change of 40.6%.

Create A Recipe

Take ingredients showing the most growth in today's best-selling dishes to create **3 new dishes** that include these ingredients!

Menu planning & refining offerings

The image displays a collection of menu items, each featuring a 'Bestselling' badge (a star in a green box) and a 'Dish Price' tag. The items are arranged in a grid-like fashion, with some overlapping. A central white box highlights a 'Bestselling' item with a star in a blue box. The items include:

- Frisco Scramble** (Son & Garden): \$23.76. Description: Chicken Apple Sausage, avocado, Monterey jack and Salsa. Served with rainbow potatoes and...
- Turkey** (Tartine Manufactory): \$18.4. Description: pastrami turkey, crispy chicken skin, avocado, pickle mayo *this item contains eggs
- Grilled Chicken Cilantro Caesar Salad** (Porto's Bakery And...): \$11.55. Description: Recipe! Iceberg lettuce, marinated, locally...
- Chicken Parmigiana** (Bumoni Gardens): \$21.95. Description: Tomato sauce and mozzarella cheese.
- Bufala Chicken Pizza** (Unregular Pizza): \$6.5. Description: Fried chicken, bufala mozzarella, buffalo sauce, and mozzarella.
- Fried Chicken B...** (Son & Garden): \$29.16. Description: Boneless fried chicken, shishito peppers, d...
- Pad Thai Noodles** (Tao Chicago): \$23. Description: Peanuts, mushrooms, tofu add chicken or shrimp.
- Cajun Chicken Pasta** (Fed): \$22. Description: Fed
- Spicy Chicken Sandwich** (Fed): \$13. Description: Hand crafted spicy chicken, chipotle ranch, lettuce, tomato, and pickles on a toasted brioche...



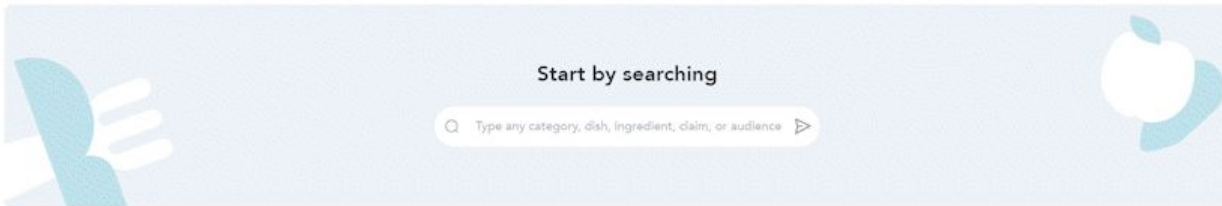
More ways to use AI in your favor:

✦ Concept Discovery

Explore 10 AI-generated ideas and images based on top rising pairings

Start by searching

🔍 Type any category, dish, ingredient, claim, or audience ▶



Ice Cream



Raspberry and White Chocolate Ice Cream



White Chocolate Mint Ice Cream



Caramel Miso Ice Cream

Pizza



Buffalo Chicken Pizza



Garlic Herb Cheese Pizza



Eggplant Parmesan Pizza

The Bestseller Pricing Advantage

Nationally, the avg. price for chicken items among *bestsellers* is **\$12.80**; among *all* chicken dishes from on-site menus: **\$12.20**.

Chicken Breast in numbers

Get snapshot of Chicken breast in foodservice

90210

No. restaurants

27

Number of menu items

96

Avg. price

\$20.72

Local competitive analysis of Chicken breast

View a breakdown of Chicken breast menu items within your selected radius

Menu item name	Description	Price	Business type	Restaurant name
Chicken Breast		\$17.95	Single Location	Judi's Deli
Grilled Chicken Breast Entree	Served With Choice Of Style And One Side.	\$15.25	Single Location	Roni's Diner
Grilled Chicken Breast Breakfast		\$7.95	Single Location	Mickey Fine Grill
Grilled Chicken Breast		\$10	Single Location	Da Pasquale Trattoria
Natural Chicken Breast	All Natural Chicken Breast.	\$12.89	Big Chain	Sharky's Woodfired Mexican Grill
Grilled Citrus Marinated Chicken Breast	With Remoulade	\$20.72	Single Location	Clementine



★ Bestselling
📌 \$14.39

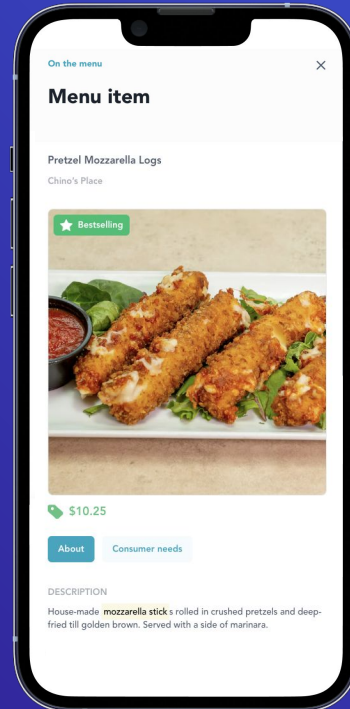
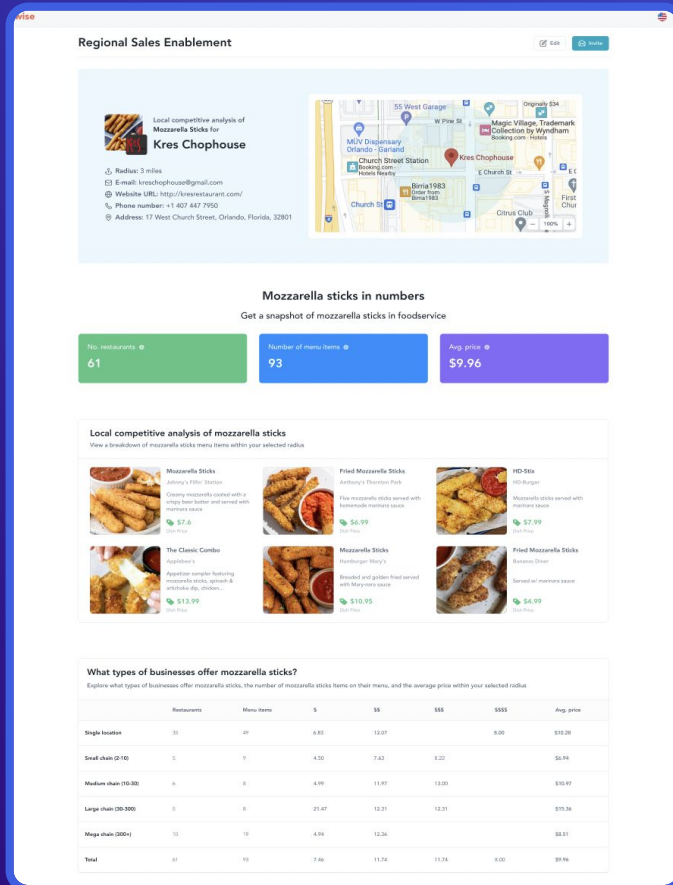
About

Consumer needs

DESCRIPTION

Char-grilled all natural **chicken** marinated in yogurt, lime juice, Kashmiri chili paste, and North Indian spices. Wrapped in hot-buttered naan w/ Desi slaw, onions, cilantro, and chutneys. Served w/ Raita. (HALAL)

Local Sales Enablement





Operator Competitive Insights



Cafe Tisane

AVAILABLE ON:

Uber Eats

DOORDASH

GRUBHUB

Bestseller Items:

(SOURCE: Uber Eats)



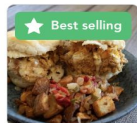
★ Tiger King

Organic milk drink striped with delicious maple sugar..



★ Duke of Earl

Organic British lavender cream tea with silky grass jelly..



★ Best selling

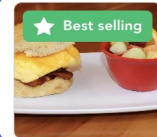
Fried Chicken Biscuits

Pig & A Jelly Jar Sic

Two buttermilk biscuits, fried chicken, whole grain honey mustard sauce, with house...

🍷 \$11.99

Dish Price



★ Best selling

Breakfast Sandwich Salad

Ruby Sunshine

Choice of egg style, meat and cheese on a buttermilk biscuit, served with choice of side

🍷 \$11.55

Dish Price



★ Best selling

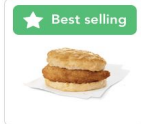
Breakfast Sandwich

Essen Kitchen

House made savory breakfast "sausage" patty, seasoned tofu, velvety hollandaise, ...

🍷 \$12

Dish Price



★ Best selling

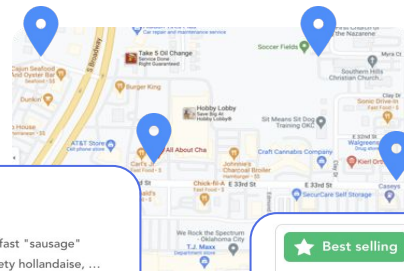
Chicken Biscuit

Chick-fill-a

A breakfast portion of our famous boneless breast of chicken, seasoned to perfection,...

🍷 \$4.59

Dish Price



Monitor your competitors' activity in bestsellers and track your accounts' monthly menu changes so you can act immediately



Key Takeaways

Summary of Benefits of Bestsellers.
Unprecedented access to away-from-home
purchasing behavior:

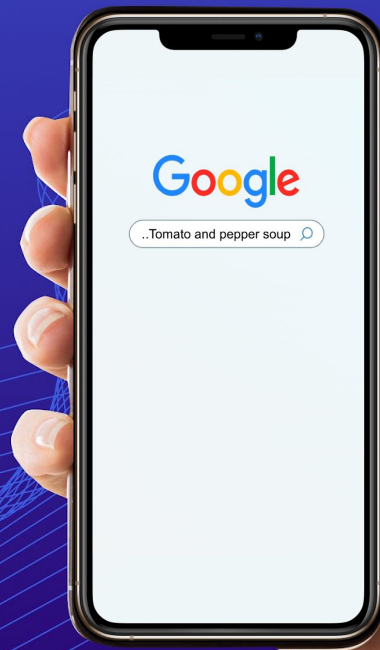
- Invaluable insights into consumer ordering habits
- Holistic market view
- Individual item rankings
- Opportunities for brand partnerships and collaborations
- Menu planning and refining offerings
- Data-driven decision making
- Optimizing pricing strategies





♥ 20,659
likes

Thank you!





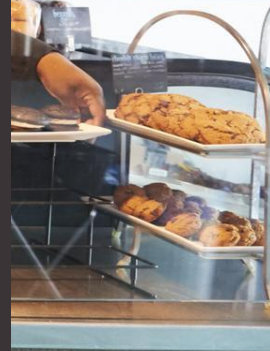
SMOOTHIES
COLD BREW \$7.95/\$9.95 COLD BREW BANANA COCONUTS CACAO POWDER COCONUT
QUEEN BLEE \$6.25/\$8.00 PINEAPPLE BANANA COCONUT MILK
BEE COLADA \$6.95/\$8.40 PINEAPPLE BANANA COCONUT MILK
STRAWBERRY \$6.25/\$7.70 STRAWBERRY BANANA STRAWBERRY OATS w/ MILK
Peach CYPRESS \$6.25/\$7.70 BANANA COCONUT MILK

ON ICE
COLD BREW \$2.75/\$3.00
TEA \$2.75/\$3.00
HOT \$3.95/\$4.25
DONA \$3.95/\$4.25



THE KEY
TO WHAT'S RIGHT

Our Mission
WE KNOW
YOUR BODY WITH PURE, HEALTHY FOOD IS THE
GREAT MICROBIOME - PROMOTING OVERALL HEALTH
PROMISE...
MADE FROM SCOTCH & NEVER
OUR INGREDIENTS
VE...
LAPPED & LOCAL IS BETTER REAL GOOD FOR YOU
YOU CAN LEARN AND LOVE - TO EAT HEALTHY
EVEN A LITTLE MORE HEALTY - BE HEALTHY
STANDARDS...
QUALITY OF OUR INGREDIENTS TO DELIVER THE
COSTS A LITTLE MORE
EGGS, HAND-MADE BUTS & BUT FIELDS, ORGANIC
SOME 7 FARMS & FARMERS



Foodservice Fundamentals

November 14, 2023

Chicago, IL

Registration Open Now



2023
PRESIDENTS
CONFERENCE

November 5-7 | Scottsdale

