

FoodTrendTranslator.com

Calculating Culinary ROI

TRANSLATING TODAY'S FOOD TRENDS INTO ACTIONABLE CULINARY CONCEPTS

Know Your Why



WORKING WITH A CULINARY
STRATEGY PARTNER IS
CRITICAL TO SUCCEEDING IN
PENETRATING THE FOOD
SERVICE SEGMENT OF
BUSINESS



NO MATTER IF YOU ARE
TARGETING CONVENIENCE &
GROCERY RETAILING,
RESTAURANTS OR
NONCOMMERCIAL
FOODSERVICE, WE HAVE YOU
COVERED



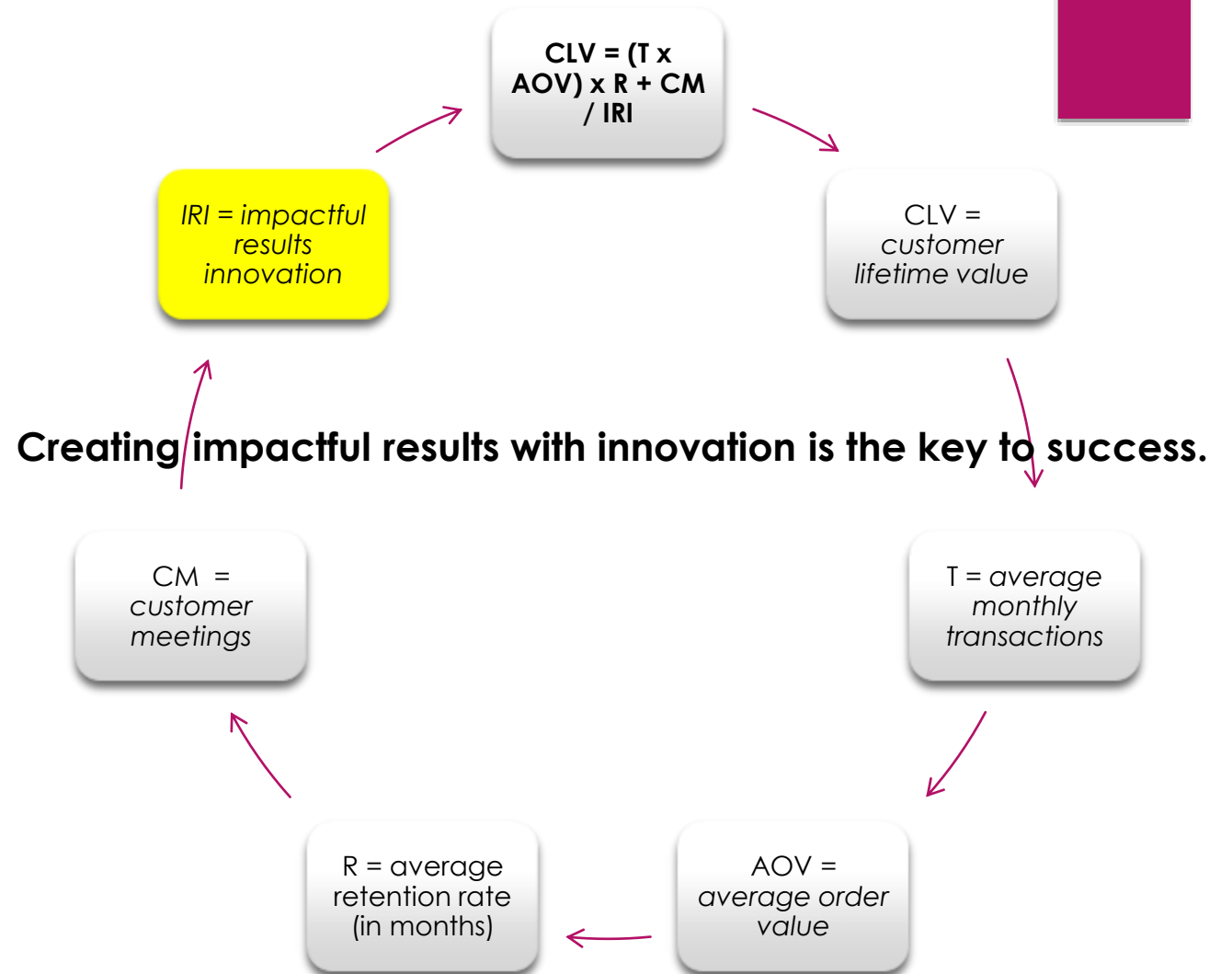
FOOD MANUFACTURES CAN
BENEFIT GREATLY FROM A NEW
PERSPECTIVE ON THEIR
CATALOG



DISCOVER NEW USES FOR
EXISTING SKU'S, MAKE MORE
WITH LESS



Predict Profits for Individual Customers



Marketing & Brand Managers

Innovation & Insight Managers

Research & Development

Sales & Category Managers

Business Development



Who is it for?

Exceeding Your Sales Goals

- ▶ Leverage menu mentions, trends & market intelligence created specifically for your catalog and customers to drive new sales opportunities.
 - ▶ \$ Millions of dollars generated with national chains and national retail markets.
- ▶ Deliver innovation with on trend data that delights your customers and creates new dynamic relationships with your business and sales goals.
 - ▶ Save \$10,000's in salary, benefits, and training allowing us to effectively work for you & integrate with your team.
- ▶ Increase your odds of success with professional presentations that elevate your perceived value in building stronger business relationships that will make you top of mind.
 - ▶ Stop losing sales to the competition because they have a culinary.
- ▶ Get invited to support new opportunities that you will get because you have culinary on your team.



Contact Dan Follese: dan@folleseculinaryconsulting.com or 920-492-1338