



**Win** with key customers. **Align** resources with areas of greatest upside. **Outpace** the industry.

Face your moment of truth with conviction.

# Gain a Competitive Edge with Cleveland Research

CRC is an independent research firm headquartered in Cleveland, Ohio. Our firm is comprised of intellectually curious, highly motivated individuals who strive to build the best research firm in the business. We believe high-quality research directly leads to high-impact conclusions that can give you a competitive edge.

## **Broad Channel Network**

Our team interacts regularly with a broad network of experts across end-markets & categories.

We identify and share best practices highlighting what's working across channels.

We equip you with important industry inflections to help you stay ahead of the curve.

## **Relationship with Retail Executives**

Our financial analysis experience offers us unique relationships with Senior Management teams that give us a clear understanding of key strategic initiatives.

With that access, our work uncovers opportunities and risks within your key retailer strategies.

We help you prioritize key customer strategies to maximize your investments.

## **Shopper Insights & Surveys**

Shopper surveys complement our research with data points to round out the full story on a particular theme, retailer, or channel.

Understand how shopper preferences are changing and how these changes impact your product category.

We add to your perspective on how shoppers are engaging with your customers.

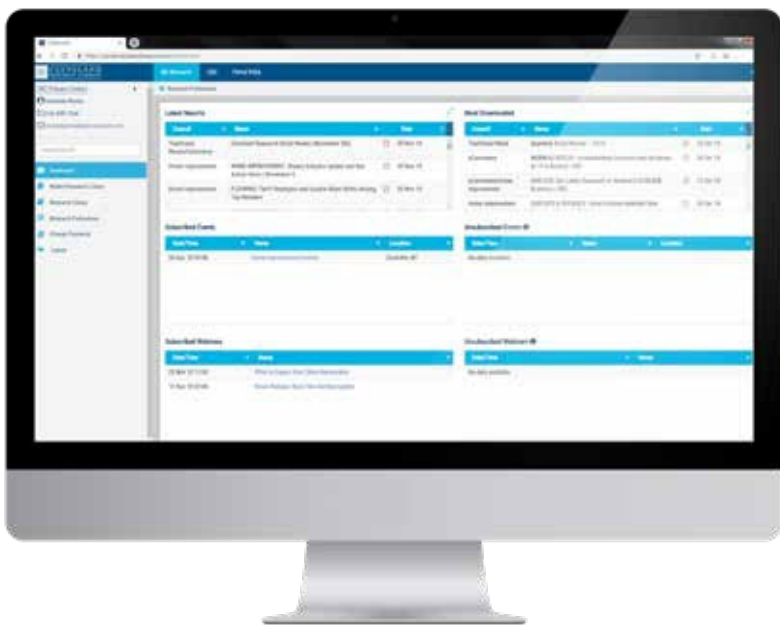
## **Cross-Sharing & Benchmarking**

Our quarterly surveys give our partners unique data points that help benchmark your performance against other council members who are also your peers.

Regional roundtables facilitated by CRC provide an opportunity to discuss challenges and share best practices with peers in non-competing categories.

Join our network & begin building more informed strategies for your team.

## Why Cleveland Research



## **CRC provides a clear picture of where the market is today and where it will be in the future.**

Our timely and relevant market research helps our partners grow sales, save money, optimize investments, and strategically plan their business. CRC's real-time reports and forecasts identify short-term inflections, long-term trends, and emerging opportunities.

CRC's research can also be used to support:

- Internal & external strategic discussions
- Budgeting, forecasting, and benchmarking
- Faster response to changing market conditions
- Alignment across leadership, cross functional teams, and customers





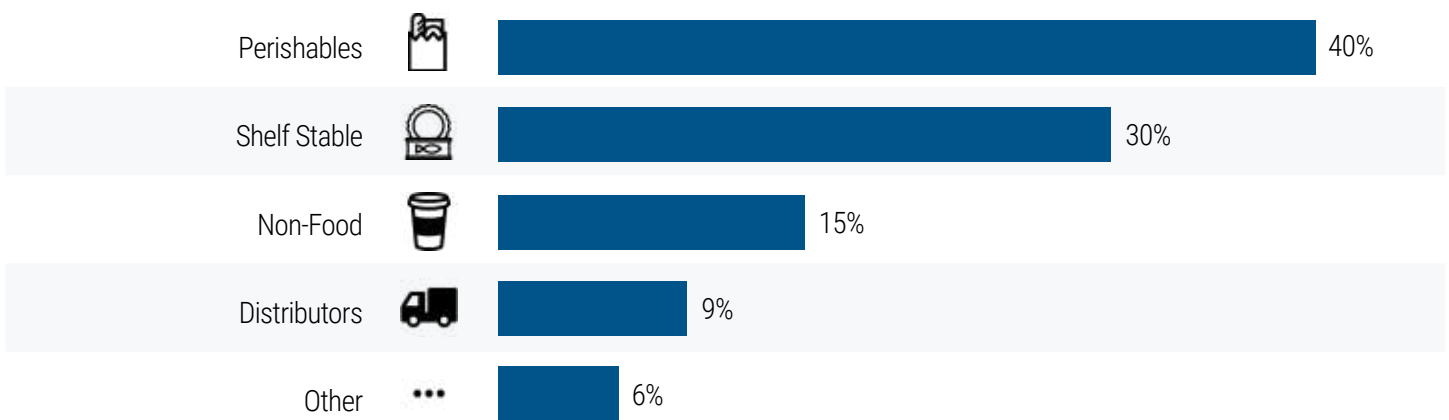
“Cleveland Research has been a valued partner of PepsiCo’s for many years. Many of our senior executives look to CRC’s reports and summits to provide an informed, independent point-of-view on the evolving omnichannel landscape.”

- H. Evan Shaver  
Vice President of Shopper Strategy & Insights  
PepsiCo

# Foodservice Council

CRC's Foodservice Council is a source for market intelligence on restaurants (chain and independent), contact management, foodservice distribution, convenience stores, and cash-and-carry retailers. Council members include manufacturers, distributors, and operators looking for strategic insights and actionable takeaways on how to capture growth opportunities.

## Foodservice Council Partners



## Foodservice Experts

Phone a Foodservice expert with a Cleveland Research partnership. You gain access to our team to help you answer questions and solve problems on a day-to-day basis. Our expert analysts have over 20 years experience combined analyzing Foodservice trends. They specialize in identifying inflections to help vendors and suppliers grow more profitably and better navigating the constantly evolving customer purchase decision process.

### **Steven Gojak**

Foodservice Sector Lead & Senior Analyst

### **Adrienne Moncrief**

Market Research Associate, Foodservice Council

### **Nick Fischietto**

Market Research Associate

### **Annie Ariens**

Market Research Associate

# Foodservice Council Reports

CRC's proprietary research reports provide insight into the current foodservice environment, including actionable ideas that can be used to help strategize and plan your business with key customers and segments. Partners have access to foodservice channel reports, updates on key customers, benchmarking data, and industry performance metrics and forecasts. Based on your customized preferences, these written reports will be distributed to your inbox in real time. **With a Foodservice Council membership, you will have unlimited access to all reports delivered directly to your inbox and are available to download in our online partner portal.**

## Foodservice Channel Updates

- Foodservice Industry Weekly Recap
- What's Working in Chain Restaurants
- Foodservice in Convenience Stores
- Contract Management Top Charts of the Quarter
- Foodservice Distribution Top Charts of the Quarter
- Foodservice Distributor Supplier Playbook
- Quarterly Restaurant Performance Review
- Cash & Carry Channel

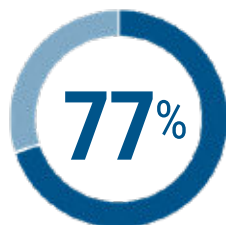
## Benchmarking Resources & Consumer Surveys

- Quarterly Foodservice Manufacturer Benchmark Study
- Quarterly Regional Distributor Benchmark Study
- Quarterly Regional Chain Restaurant Benchmark Study
- Annual Sysco & US Foods Supplier Benchmark Study
- Annual Non-commercial/GPO Supplier Benchmark Study
- Annual eCommerce in Foodservice Benchmark Study
- Annual Online Food Consumer Survey: Meal Kits
- Annual Online Food Consumer Survey: Restaurant Delivery

## Company Updates

- Sysco
- US Foods
- Aramark
- Performance Food Group
- McDonald's
- Burger King
- Starbucks
- Dunkin' Donuts
- Tim Hortons
- Chipotle
- Taco Bell
- KFC
- Pizza Hut
- Darden Restaurants

## Foodservice Research Breakdown



*Foodservice Channel Updates*



*Benchmarking Resources & Consumer Surveys*



*Company Updates*

# Foodservice Forum

September 25, 2019 | Dallas, TX

Hear fresh perspectives from CRC analysts and guest speakers as they provide an update on the consumer and U.S. economy and discuss areas of growth within foodservice, including key segments and customers. Attendees will participate in strategic discussions with their peers and receive insights from the CRC team on what you need to know to grow your foodservice business. **Members receive five seats to CRC's Foodservice Forum.**



## Foodservice Webinars

We host webinars to share key changes and emerging themes in the industry with practical implications to help partners with tactical and strategic planning. **Members receive unlimited registrations to CRC webinars.**

### Foodservice Distribution Webinar

February 22, 2019

### Non-Commercial GPO Webinar

May 23, 2019

### 2H19 2020 Forecasting Webinar

June 7, 2019

### Pizza Industry Webinar

August 23, 2019

### eCom in Foodservice Webinar

September 20, 2019

### Restaurant Industry Webinar

November 22, 2019



## Foodservice Roundtables

Aimed at sharing best practices, we facilitate small-group roundtable discussions with non-competing suppliers to gather information that helps team leads navigate current challenges and consider new ideas to grow their business. **Members receive one seat, at a discounted rate, to each roundtable event.**

### Sysco Roundtable

March 14, 2019 | Houston, TX

### US Foods Roundtable

June 26, 2019 | Chicago, IL

### Contract Management Roundtable

August 15, 2019 | Cleveland, OH



## Your CRC Foodservice Team



**Steven Gojak**  
*Foodservice Sector Lead &  
Senior Analyst*



**Adrienne Moncrief**  
*Market Research  
Associate,  
Foodservice Council*



**Nick Fischietto**  
*Research Associate*



**Annie Ariens**  
*Market Research  
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## CRC Sales Team



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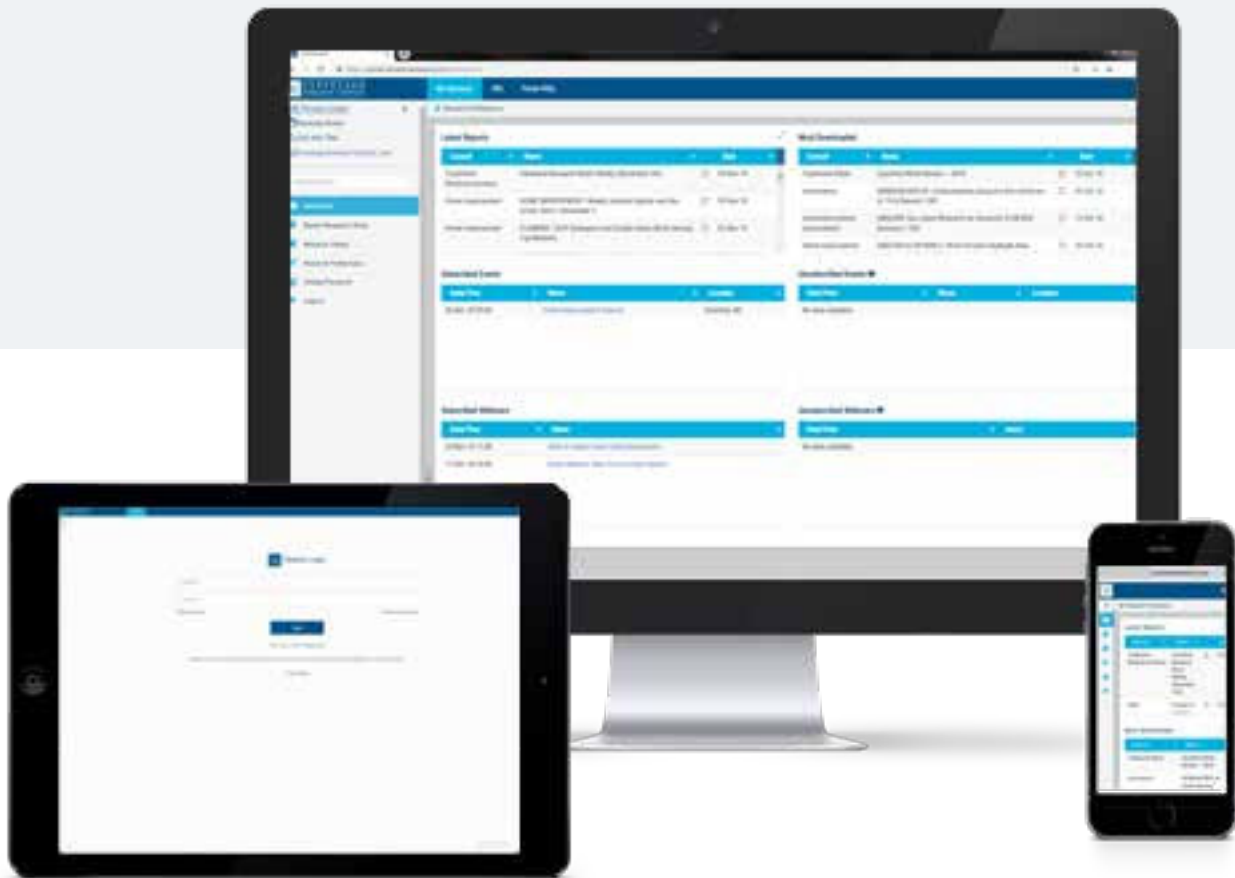


**Brian Zeit**  
*Food & Consumables*

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# Market Research Partner Portal

CRC's Partner Portal is an online research tool that allows partners to search and download industry reports, customer updates, shopper reports, and channel outlooks. Our custom reports provide insight into the current business environment including helpful actionable conclusions that can be used immediately to clarify and strengthen your business. Current and historical reports, dated back three years, are available to download.



Engage with Cleveland Research in a variety of convenient ways.



## Reports & Benchmarks

CRC's custom reports provide insight into the current business environment including helpful actionable conclusions that can be used immediately to clarify and strengthen your business.



## Expert Engagement

With a Cleveland Research partnership, you gain access to our analyst team to help you answer questions and solve problems on a day to day basis.



## Roundtables

Aimed at sharing best practices on a particular topic, channel or retailer with non-competitive peers, we host small group roundtable gatherings with industry experts and identify new action items to implement in your business.



## Webinars

We host a variety of webinars that identify key changes and emerging themes in the industry with practical implications to help partners with strategic planning, forecasting, and benchmarking their businesses.



# Market Research 2019 Event Calendar

Whether you want to accelerate your strategic thinking or need key deliverables for your team to execute immediately, our events and webinars provide forward-looking forecasts and inspirational solutions. CRC events help empower intelligent business decisions.



## January

1|15 Macroeconomic Webinar



## February

2|2019 TRC Walmart Year Beginning Webinar

2|6-7 Home Improvement Roundtable  
*Atlanta*

2|22 FSC Foodservice Distribution Webinar



## March

3|2019 Home Improvement Webinar

3|2019 eCommerce Webinar

3|12 TRC Target Forum  
*Minneapolis*

3|14 FSC Sysco Roundtable  
*Houston*

3|21 eCommerce Roundtable  
*Phoenix*



## April

4|17 TRC Aldi Roundtable  
*Chicago*

4|24-25 Home Improvement Roundtable  
*Charlotte*



## May

5|2019 TRC Natural Webinar

5|16 eCommerce Roundtable  
*Cleveland*

5|23 FSC Non-Commercial GPO Webinar



## June

6|2019 Home Improvement Webinar

6|2019 eCommerce Webinar

6|6 TRC Walmart Roundtable  
*Bentonville*

6|7 FSC 2H19 2020 Forecasting Webinar

6|26 FSC US Foods Roundtable  
*Chicago*



## July

7|2019 TRC Club Webinar

7|24-25 Home Improvement Roundtable  
*Atlanta*



## August

8|2019 eCommerce Webinar

8|2019 Traditional Retail Roundtable  
*Chicago*

8|15 FSC Contract Management Roundtable  
*Cleveland*

8|23 FSC Pizza Industry Webinar



## September

9|2019 Home Improvement Webinar

9|2019 TRC Dollar Webinar

9|10 TRC Costco Roundtable  
*Seattle*

9|12 eCommerce Summit  
*Seattle*

9|20 FSC eCom in Foodservice Webinar

9|25 Foodservice Forum  
*Dallas*



## October

10|17 TRC Walmart Forum  
*Bentonville*

10|23-24 Home Improvement Roundtable  
*Charlotte*



## November

11|2019 eCommerce Webinar

11|2019 TRC Kroger Roundtable  
*Cincinnati*

11|6-7 eCommerce Roundtable  
*Seattle*

11|22 FSC Restaurant Industry Webinar



## December

12|2019 TRC Holiday Real-Time Update Webinar

12|5 Home Improvement Summit  
*Charlotte*

