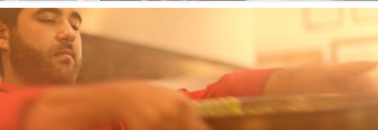


FOODSERVICE IMMERSION™

EDUCATION. INSIGHTS. ON LOCATION.



WHAT GOES ON BEHIND THE KITCHEN DOORS

“I learned more in three days than I have in my entire time in foodservice!”

- Foodservice Immersion attendee



Get up to speed on the complicated, changing world of the food-service supply chain with *Foodservice Immersion*. Our intensive three-day, hands-on training program will give you firsthand knowledge of the major foodservice industry players and how they work together.

We take a small group of clients behind kitchen doors for a deep dive into the real world of foodservice. Operators share the realities of their businesses, in their own facilities, with successes and failures in

new product selection, marketing, packaging and more. Site visits span a variety of foodservice segments, including C&U, healthcare, K-12, B&I, hotels, department stores, national chains and independent restaurants. We also examine distribution channels—from cash-and-carry to broadliners—and participate in candid discussion with brokers and DSRs.

Foodservice Immersion delivers an innovative “boot camp” experience, the ultimate combination of networking, interaction, discussion and real-world engagement.

FOODSERVICE IMMERSION™ 2016 TRAINING AND EDUCATION PROGRAM SCHEDULE

MAR 21-23 Brands 2020
Los Angeles

AUG 9-11 Foodservice
Immersion™
National Account
Culinary Selling
Chicago

SEP 13-15 Foodservice
Immersion™
Boston

OCT 11-13 Foodservice
Immersion™
Chicago

Three days. One-on-one access to operators. Unique back-of-house education. **Foodservice Immersion.**

OUR WINNING RECIPE

This program is built on the collaborative efforts of food industry leaders, helping to create insightful learning opportunities and valuable relationships between manufacturers, operators, distributors and marketers in foodservice.

Foodservice Immersion has teamed up with Chicago-based agency CSSI Marketing + Culinary to offer an even greater range of education, development and training services to the foodservice industry. We leverage Datassential's cutting-edge menu analytics and consumer insights to create highly craveable culinary concepts that sell.

Combining the supply chain expertise and on-site programs of *Foodservice Immersion* with the marketing, insights and culinary savvy of our new partners, the alliance will serve to further illuminate the inner workings of the foodservice industry.





NATIONAL ACCOUNTS: PARTNERSHIPS THAT MEAN BUSINESS!

FOODSERVICE IMMERSION™
2016 TRAINING AND EDUCATION PROGRAM SCHEDULE

AUG 9-11 Foodservice Immersion™ National Account Culinary Innovation *Chicago*

SEP 13-15 Foodservice Immersion™ *Boston*

OCT 11-13 Foodservice Immersion™ *Chicago*

INTRODUCING NATIONAL ACCOUNT CULINARY INNOVATION AUGUST 9-11, 2016, CHICAGO

Struggling to connect with your national account customers? It's time to move past a traditional selling strategy and learn how a collaborative partnership can work to your mutual benefit. Be more than just a supplier—become as a valuable part of the menu development process with **NATIONAL ACCOUNT CULINARY INNOVATION** from Foodservice Immersion™ and CSSI.

Today's national restaurant chains are looking for supplier partners who can fit seamlessly into the innovation process, rather than just show products. We'll share insights and best practices for moving your products into the R&D pipeline and onto menus, helping you gain a better understanding of your customers, their patrons and the development process.

Menu decision process 101



Talk the talk: present so your accounts will listen and understand

Learn about traffic-building menu items, customization



Chef insights, culinary ideation, product development, menu gap analysis

How to be a strategic partner

Brainstorming sessions



Understanding who the influencers are

Hands-on culinary and marketing presentation to a chain panel

Selling cycles, LTOs, promotion calendars



Panel discussions, guest speakers, and operator site visit

Best-in-class practices in due diligence

Consumer insights and market information



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INNOVATION THAT SIZZLES

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Who should attend? National account sales and marketing teams, innovation and R&D teams, insight and business development teams, food scientists, chefs and culinary teams, operations and supply chain teams.

Ready to get on board? It all happens August 9th to 11th in Chicago. **Space is limited, so contact us now to reserve your spot!**