FOODSERVICE COLLABORATIVE INNOVATION™

CI Activation
WHAT IT TAKES TO BE SUCCESSFUL

1. ALIGNMENT
- Common goals
- Agreed-to timeline
- Sharing of plans
- Established metrics and success criteria

2. COMMUNICATION
- Sharing accurate and timely information
- Providing direct access to the right people

3. PROCESS
- A defined approach
- Agreed upon timeline & due dates
- Decision criteria

4. ACCESSIBILITY
- Involvement from, and access to, the right people at each step
- Clear roles & responsibilities

5. TRUST
- Belief in your partners capabilities and commitment
- Belief that your investment is recognized and will be rewarded
- Commitment to confidentiality



27 REASONS WHY WE INNOVATE

TO GROW

- Meet consumer demands
- Create experience
- To be Sustainable, Clean, Transparent, Convenient, Portable, Healthier, Indulgent
- Attract new customers
- Improve loyalty
- Drive traffic
- Make it taste better
- To improve quality
- To fix the quality
- Create excitement
- Create news
- To expand into new markets/ white space
- To build our brand
- Stay competitive
- Because competition does
- To differentiate
- To create a trend
- To be relevant/ fresh

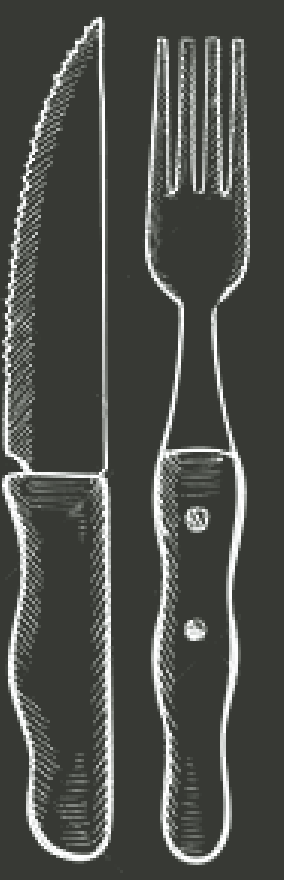
$ TO STAY PROFITABLE

- Stay compliant with regulations
- Improve consistency
- Improve food safety
- Reduce cost
- Maximize profit
- Margin up
- Reduce labor
- Improve efficiency
- Optimize ROI

What is it?

An annual forum that engages operators, suppliers and associations to identify ways of collaborating to create differentiation and mutual business success.

The output of these forums helps define what leading restaurant brands and their suppliers are doing to innovate differently and how this collaboration can lead to BIGGER, BETTER and FASTER results.



THE FORCES OF CHANGE:
What is influencing the future of the CI?

1 LABOR ISSUES
- Availability
- Cost
- Retention

2 RISING CONSUMER EXPECTATIONS
- Higher quality
- Ethnic/cultural foods
- Greater speed & convenient
- Greater transparency
- Nutritious/balanced/sustainable
- Customization

3 NEED TO DIFFERENTIATE
- Offer something truly new
- Tell a story
- Create experiences
- Better value

4 COMPETITIVE LANDSCAPE
- More competitors
- Deals/bundles/lower prices
- Additional dayparts/snacking
- Expensive real estate
- Smaller footprints
- Shrinking labor force

5 MERGERS AND ACQUISITIONS
- Changes in negotiation power
- Complexities of merging brands
- New leadership / new direction
- Cost vs quality focus

6 SPEED OF CHANGE
- Flexible recipe formulation
- Versatile ingredients
- Allergens/GMO/organic/diets
- LTO and menu timelines

7 HIGHER EXPECTATIONS FOR CUSTOMER DELIVERY
- Restaurant quality food
- Improved packaging / food safety
- Better price

8 DISTRIBUTION CHALLENGES
- Costs / markups
- New distribution options



CI Activation
COMMON PITFALLS



1. GOALS:
Not aligned on goals or what good looks like

2. COMMNICATION:
Lack of two-way communication

3. DISCPLINE:
Lack of CI discipline, process or understanding

4. HANDOFFS:
Poor handoff to operations

5. PROCESS:
No process - not staying true to the process

6. SPEED:
Moving too fast - not enough testing (productivity vs perfection)

7. PACKAGING:
Need for better, more functional packaging

8. SCORECARDING:
Insufficient score carding & analysis

KINETIC12 CONSULTING
18 S. MICHIGAN AVE.
CHICAGO, IL 60603
KINETIC12.COM
847.857.8330