



07/30/2013

2:30 pm - 3:00 pm

Datassential Keynote Presentation: Attracting more customers with Specialty Beverages

The beverage market has become more and more crowded with major chains and independents looking to entice customers with new offerings. Beverages are the perfect vehicle for demonstrating a chain's commitment to innovation, healthy offerings, as well as decadence. Are you getting your fair share of the between meal eating occasions as well as beverage upgrades? This seminar will provide you the basics of the beverage market and at the same time show you how to make yourself stand out from the crowd while fulfilling the needs of your consumers. Datassential will utilize its MenuTrends platform, BUZZ coffee and tea tracker, as well as secondary data to bring you the final word on beverage introductions.

3:00 pm - 4:30 pm

Datassential Roundtable Discussion: The Beverage Opportunity

Discuss how these beverage trends / concepts may impact your offering and how operator and supplier needs are affected.

6:00 pm - 7:30 pm

Cocktail Reception & Networking

07/31/2013

8:00 am - 9:00 am

9:00 am - 4:00 pm

Breakfast

Networking/Speed Meetings with Manufacturers; 20 minute sessions (Lunch also provided)