



**03/02/2014**

12:00 pm

**Registration Opens**

2:30 pm - 5:00 pm

**Special Session for Operators & Small/Midsized Business Manufacturers: Menu Trends**

**Presenter:** Maeve Webster, Director, Datassential

Learn about the Menu Adoption Cycle, a predictive framework for identifying and tracking food trends. Datassential's Maeve Webster will review the cycle's 4 key stages and provide tips for applying it to your business. This session also highlights several of Datassential's food and flavor predictions for 2014.

5:45 pm - 6:30 pm

**Sponsor Preview**

In thanks to the COEX sponsors, the COEX 2014 Planning Committee hosts this special reception for all sponsors and operator guests.

6:30 pm - 8:30 pm

**Grand Opening Reception**

**03/03/2014**

6:45 am - 7:45 am

**Networking Breakfast**

8:00 am - 8:10 am

Opening Remarks

8:10 am - 8:55 am

**Keynote Speaker: Doug Brooks**  
Doug Brooks, former CEO, President, and Chairman of the Board of Brinker International As a 48 year veteran of foodservice and most recently in his 35 year tenure at Brinker, took the company from three restaurants in one state to 1,585 restaurants generating \$2.8 billion in annual revenue. Hear him share his experiences on our continually evolving industry and how to find your focus, stand out from the rest of the crowd and "Make Sense Out of the Complexities of Foodservice".

8:55 am - 9:50 am

**The “New View” of Foodservice / Operator/Manufacturer Colaborative Model**  
Jack Li, Managing Director, Datassential  
Donette Beattie, VP of Supply Chain , Culver Franchising System, Inc.

**The “New View” of Foodservice**

**Presenter: Jack Li, Managing Director Datassential**

Learn how consumer “Occasions” and “Eater Types” are a more meaningful ways to understand and influence the consumer. Discover the true motivators to venue and menu decisions and how to target your best opportunities

**Operator/Manufacturer Collaboration Model**

**Presenter: Planning Committee**

**Presenter: Donette Beattie,** Vice President Supply Chain-Culvers and  
**Stan Frankenthaler,** Vice President Global Innovation, Corporate Executive Chef

Created by a team of leading operators and manufacturers, best practices in Operator/Manufacturer Collaboration are revealed. Discover how to select partners and maximize your relationships.

9:50 am - 10:20 am

**Beverage Break**

10:20 am - 11:25 am

**Panel: Driving Consumer Demand**  
Fred LeFranc, Founder/CEO, Results thru Strategy, Inc.

**Moderated by:**

**Fred LeFranc** Managing Partner, President & CEO of Results Thru Strategy

**Russ Bendel** - CEO, Habit Burger

**Scott Slater** - CEO & Founder, Slater's 50/50

**Tim McEnergy** - CEO & Founder, Cooper's Hawk Winery and Restaurant

**Stratos Lambos** - CEO & Founder, Xenia Hospitality Group

**Scott Wise** - CEO & Founder, Scotty's Brewhouse

Followed by a roundtable discussion and report out.

11:25 am - 11:30 am

**Closing Comments**

11:30 am - 12:30 pm

**Networking Luncheon**

12:30 pm - 2:00 pm

<b>Breakouts Choose 2 of 3</b>	<b>#1 - PRESENTATION/PANEL: Operator/Manufacturer Collaboration-Deep Dive and Discussion</b> <b>1. Operator/Manufacturer Collaboration-Deep Dive and Discussion</b>  <b>Presenters:</b> (OCM Committee Members) and The Partnering Group  Building on morning presentation, leading operator committee members who built the model get into the details of types of the different types of relationships and the four	<b>#2 - PRESENTATION: Millenialls vs. Boomers: Managing your changing consumer base</b> <b>2. Presentation: Millenialls vs. Boomers: Managing your changing consumer base</b>  <b>Presented by:</b> Warren Solochek - Vice President, Foodservice, <b>The NPD Group</b> Eric Bartling - Account Manager, Foodservice, The NPD Group	<b>#3 - PRESENTATION: New View-Deep Dive and Discussion-</b> <b>Presented by Jack Li-Datassential</b> <b>3. Presentation: New View-Deep Dive and Discussion</b>  <b>Presented by:</b> Jack Li-Datassential  Get an even deeper understanding of consumer “Occasions” and “Eater Types” and discover new techniques for measuring your performance against them and driving consumer demand. With additional time for Q&A.
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step process, from partner selection to execution.

Over the years, restaurant chains have focused more on younger visitors, because they were heavier users of the restaurant industry. However, since the recession there has been a shift in the use of restaurants by younger and older visitors. The insights provided in the session will present an updated look at Boomers and Millennials and identify the tactics and strategies needed to gain share among both groups in a slow-growth environment.

2:00 pm - 2:15 pm

#### **Bverage Break**

2:15 pm - 4:00 pm

#### **Operator Speed Meetings**

**Speed meetings** provide valuable face-to-face dialogue opportunities between manufacturers and operators. Don't miss this opportunity to meet personally with your current and future customers!

5:30 pm - 7:30 pm

#### **Reception featuring Iron Chef Competition**

**03/04/2014**

8:00 am - 8:20 am

#### **COEX Innovation Awards**

**The COEX Innovation Awards** honor the industry's cutting-edge operators for their successful innovations in culinary, operations, marketing and service. Join us as we celebrate the 2014 winners-**Buffalo Wild Wings, Culvers, Maggiano's Little Italy and Taco Bell.**

8:20 am - 9:00 am

#### **Best Practices in Contract Management**

Dave Donnan, Partner, A.T. Kearney

**Presenter:** John Moyer, Director, A.T. Kearney

John will discuss the framework for creating lasting relationships between operators and manufacturers and how to sustain them. He will provide the tools you need to create a productive partnership.

9:00 am - 9:45 am

#### **Keynote Address Presentation by: Don Fox, CEO, Firehouse of America**

Don Fox, CEO, Firehouse of America, LLC

Drawing on 40 years of experience as both servant and leader, Don Fox will offer insights on developing and leading a high performance organization as a keynote speaker at COEX 2014. As the CEO of Firehouse of America, LLC, he has been a catalyst for growth, leading the brand from 65 restaurants in 2003, to well over 700 restaurants today.

9:45 am - 10:15 am

#### **Beverage Break**

10:15 am - 11:20 am

#### **Panel: How does collaboration work within your organization on menu changes, product improvements, and reacting to a rapidly changing and demanding guest?**

Lane Cardwell, President, Cardwell Hospitality Advisory, Inc.

**Moderated by:**

**Lane Cardwell** - President, Cardwell Hospitality Inc.

**Nancy Hampton** - Chief Marketing Officer, CiCi's Pizza

**Matt Hood** - Chief Marketing Officer, BJ's Restaurants

**Bill Ruby** - Vice President of Company Operations, Denny's Restaurants

**Phil Friedman** - CEO, Salsarita's

**Dan Drummond** - Chief Marketing Officer, Bar Louis

Followed by a roundtable discussion and report out.

## Closing Comments

## Networking Luncheon

### Breakouts Choose 2 of 3

#### #1 - PRESENTATION: How Market Scenario Planning can help your purchasing

**Presented by:** Rob Joyce-Commercial Business Consultant, Stewart-Peterson

Rob will help operators learn about market scenario planning to create thought-out ingredient purchasing strategies aimed at reducing commodity price volatility and cost.

#### # 2 - PRESENTATION: Driving Value with Today's Consumer Driving Value with Today's Consumer

**Presenter:**

Julie Hoffmeyer, Director of Business Development, Foodservice, The NPD Group

- The value paradigm is shifting. Who are the value consumers today and how have they changed?
- Do deals and promotions still play a vital role in the value equation?
- Can other aspects of value, like food quality, service and loyalty trump price?

Learn in this session what's the winning balance that can help you succeed and drive value among your consumers?

#### #3 - PRESENTATION & PANEL: MenuTrends & THE MENU ADOPTION CYCLE MenuTrends & THE MENU ADOPTION CYCLE

**Presentation:** Jack Li-Managing Director, Datassential

**Panel Moderator:** Kevin Ryan-CEO/Executive Director, ICCA  
Panel Participants  
ICCA Cuinarians

Executive chefs from top chains discuss the Menu Adoption Cycle (MAC) and key culinary trends. This session includes an overview of the MAC, top culinary trends for 2014, and insights from a panel of leading executive chefs

## Beverage Break

## Operator Speed Meetings

Speed meetings provide valuable face-to-face dialogue opportunities between manufacturers and operators. Don't miss this opportunity to meet personally with your current and future customers!

5:30 pm - 7:30 pm

Reception

03/05/2014

7:00 am - 10:00 am

Networking Breakfast