

food demand[®]

CONFERENCE | MARCH 19-20, 2018



**Mobile ordering and delivery
are reshaping foodservice.
Get a jump on the future,
attend the most important
conference of the year!**

**Produced by Food On Demand News and
Restaurant Finance Monitor**

BY ATTENDING THIS IMPORTANT EVENT, YOU'LL LEARN TO:

- Drive profitable delivery sales
- Maintain brand standards with third-party delivery
- Navigate financial, legal and operational hurdles
- Leverage customer data to attract & retain customers
- Cut costs on packaging, technology and delivery options
- Integrate delivery with existing POS and kitchen design
- Discover the latest in mobile ordering technology
- Network with national delivery services and top operators

Join us March 19-20, 2018 at the brand new
RENAISSANCE DALLAS AT PLANO LEGACY WEST

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The **Food On Demand Conference** brings together foodservice's key players and experts in mobile ordering, internal and third-party meal delivery, prepared meals, packaging, and robotics and drone technology to share strategies for increasing efficiency and adding incremental sales.

Attendees will gain vital market and operating insights by attending high-level workshops covering a wide variety of food-delivery topics. Presenters also will provide proprietary surveys to help guide attendees, no matter what their food delivery niche is. This is actionable information that attendees can immediately apply to their businesses.

The **Food On Demand Conference** is the only conference solely dedicated to the mobile ordering and third-party delivery market in foodservice. The content you'll receive and contacts you will make from this conference are best in class.

Who Should Attend?

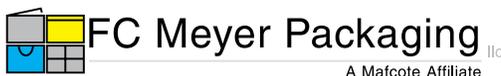
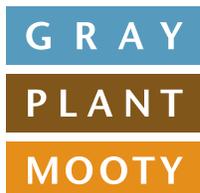
Restaurant owners, C-store and grocery operators, meal-kit providers, caterers, corporate feeders and tech-to-go companies. Senior management specializing in marketing, procurement, finance, operations, technology and IT from these companies will benefit by attending. Also invited to attend are delivery providers, packaging companies and technology providers.

About Food On Demand News: FOD publishes information and news at the intersection of Food, Technology & Mobility. We cover business topics such as restaurant meal delivery, prepared meals in supermarkets, food trucks, subscription meal kits, institutional dining, plus the industries that support all these different businesses, from packaging to technology, legal matters to financial issues.

In addition to a monthly e-newsletter, we maintain an online blog, host webinars and produce an annual conference. All of this is designed to bring together key players in the industry and promote education, growth and deals from within the mobile ordering and delivery community.

The Food On Demand team has 30 years of experience hosting successful events. We have built long-term relationships with restaurant operators, technology companies and industry experts from all over the country. We specialize in putting together events that educate our attendees, plus help to facilitate our sponsors in generating business at the events. For more information on Food On Demand News, including conference registration and our newsletter, please visit: foodondemandnews.com

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KEYNOTE SPEAKERS



Christopher Payne **COO, DoorDash**

Christopher is the COO at DoorDash, an on demand-delivery company that enables delivery in areas where it was not previously possible. Starting with restaurants, DoorDash is building the infrastructure and logistics platform to allow any local merchant to deliver their merchandise and expand their business. Prior to joining DoorDash, Christopher led the North American business at eBay, ran the development of MSN Search (now Bing) and mapping (Virtual Earth) for Microsoft, and led Amazon's expansion beyond books into video, electronics, wireless, PCs, and software.



Stan Chia **COO, Grubhub**

Since joining the company in April 2015, he has helped grow Grubhub delivery from five to 70 markets. His responsibilities include operations infrastructure, business development, data operations, advanced analytics, general management of the local markets, and all aspects of Grubhub's operations, including corporate, restaurant and enterprise sales. Stan also oversees Grubhub's portfolio of delivery businesses.

PANELISTS INCLUDE INDUSTRY HEAVY HITTERS, SUCH AS:



Noah Glass, Olo

Noah is the founder & CEO of Olo, the leading provider of digital ordering and on-demand interfaces for the restaurant industry. Noah is an industry visionary whose mobile ordering work pre-dates the iPhone.



Vikrum Aiyer, Postmates

Vikrum is the head of strategic communications for Postmates, whose evolutionary urban logistics platform connects customers with local couriers who can deliver anything from any store or restaurant in minutes.



Bowie Cheung, UberEverything

Bowie is the head of regional operations for UberEverything. Uber's network of drivers deliver you anything more convenient, affordable and reliable than picking it up for yourself. The flagship product UberEATS delivers meals from restaurants at Uber speed.



Lynn Dyer, Foodservice Packaging Institute

Lynn is the president of Food Packaging Institute. Established in 1933, the Foodservice Packaging Institute (FPI) is the trade association for the foodservice packaging industry in North America.

CONFERENCE TOPICS

State of the Foodservice Delivery Market

Food On Demand editors will download their deep-dive into this subject matter from the past 18 months, reporting on what they've seen, written about and where they think the industry is going.

Tom Kaiser, Editor, Food On Demand

Nicholas Upton, Editor, Food On Demand

The Delivery Industry's Potential

One of the best-known names in delivery, Olo's Noah Glass, is on the leading edge of digital ordering and on-demand restaurant ordering. He is a restaurant thought leader, a high-demand guest speaker, on the board of the Culinary Institute of America and is uniquely positioned to discuss the future potential in a fast-changing changing restaurant environment.

Noah Glass, Founder & CEO, Olo

Case Studies from Successful Delivery Operators

Is anyone making money? Our expert will analyze the numbers as top operators share their first-hand experience with delivery and strategies for increasing efficiencies and avoiding costly mistakes.

Panel:

Dennis Monroe, Chair, Monroe Moxness Berg

Laura Rae Dickey, CEO, Dickey's BBQ

Mark Hardison, VP of Marketing, El Pollo Loco

Philip Friedman, CEO, Salsarita's Fresh Mexican



Dennis
Monroe



Laura
Rae Dickey



Mark
Hardison

The Consumer Says ... Exclusive Third-Party Delivery Survey

Results from a cutting-edge study of top delivery services offers detailed info on how providers in this fast-growing industry are viewed by consumers.

Panel:

Nicholas Upton, Editor, Food On Demand

Lisa van Kesteren, CEO, SeeLevel

Bowie Cheung, Head of Regional Operations, UberEverything

The Autonomous Solution

Delivery robots are already roaming the streets in test cities. Here's how delivery providers and retailers can capitalize on advancements in robot and drone technology.

Panel features: *Starship Robot and Vikrum Aiyer, Postmates' Vice President of Public Policy and Strategic Communications and a former Obama administration top aide.*

Unwrapping Packaging

Packaging for delivery is essential. Find out the innovations in this industry so that the food coming out of your kitchen can arrive at the right temp and still be Instagram-worthy.

Panel:

Tom Kaiser, Editor, Food On Demand

Lynn Dyer, President, Foodservice Packaging Institute

Michael Thaler, Executive VP, Anchor Packaging

Dave Coltrin, VP Guest Experience, Denny's

CONFERENCE TOPICS

Adapting to the Wave of Third-Party Delivery

NPD's Bonnie Riggs will provide an analyst's perspective on how restaurant brands are adapting to the wave of third-party delivery, and what restaurant players on the scene are getting it right thus far.

Bonnie Riggs, Analyst, The NPD Group

Evolution of the Restaurant Industry

Restaurant and foodservice consumption has outpaced overall personal consumption in the U.S. during the past 10 years. During that same period, American lifestyles, tastes, preferences and expectations have evolved and a resilient industry has worked hard to evolve with it. Our discussion will focus on consumer trends, the industry's response to those trends and where the industry is headed in 2018.

John Nicolopoulos, Partner, Assurance Services, RSM

Delivery Overview: Dining-In is the New Dining-Out

With delivery expected to drive 30% of the restaurant industry's sales by 2022, operators must understand who their delivery customer is and what's driving them. Based on the results of a proprietary survey conducted by Cowen & Company, restaurant analyst Andrew Charles will provide the four keys to generating more delivery sales.

Andrew Charles, Senior Analyst, Cohen & Company

Delivery: Small Chain Perspective

Jeff will share the perspective of a small chain having to adapt to the seismic shift they are seeing in the industry. He will discuss the benefits and challenges of partnering with third-party delivery companies and provide some best practices they have discovered along the way.

Jeff Braunstein, Managing Partner, Dugg Burger

Data Download

Get the latest facts and figures driving the FOD industry, from surveys and research, plus how you can use all this data to your advantage to increase sales.

Panel:

Fred LeFranc, CEO, Results Thru Strategy

Mike Wior, Omnivore

Frank Paci, CEO, Corner Bakery Café

Vishal Agarwal, Founder & CEO, ItsACheckmate.com

Legal/Liability/Finance Landmines

Learn about all the potential pitfalls of meal delivery and what you can do to protect your brand ... and your pocketbook.

Panel:

Laura Michaels, Editor, Food On Demand

Allan Hickok, Sr. Advisor, Boston Consulting

Noah Glass, Founder & CEO, Olo

Ryan Palmer, Principal, Gray Plant Mooty

Gig-Economy Drivers

Third-party delivery is an industry fueled by gig-economy drivers, which means delivery providers and restaurants alike need fresh thinking for hiring and retaining the most professional and reliable delivery drivers in today's tight labor market.

REGISTRATION

REGISTRATION FEES:

Registration fee is \$595 per person if you register by March 9, 2018. Registrations received after March 9, 2018, are \$695 per person.

The Registration Fee Includes All of the Following:

- Admittance to all conference sessions and workshops.
- One-on-one networking with national mobile ordering and delivery providers.
- All conference-related meals—Monday breaks, lunch and reception; Tuesday breakfast and break.
- Advance registration list online so you can book meetings with other attendees and preserve valuable time at the conference.
- Complete attendee list for follow-up networking.

Conference Polices:

With written cancellation notice received by March 9, 2018, you will receive a refund (credit card payments will be subject to a \$50 administrative charge on cancellations). Cancellations after March 9, 2018, are non-refundable. Notices of cancellation must be faxed to the Restaurant Finance Monitor office at (612) 767-3230 and received by the March 9, 2018, deadline.

Substitution of enrolled attendees is permitted. No shows will not receive refunds.

For more information regarding administrative policies such as complaint and refund, please contact our offices at (800) 528-3296.

HOTEL INFORMATION

Conference Hotel

The Renaissance Dallas at Plano Legacy West Hotel, 6007 Legacy Drive, Plano, TX 75024. The new Renaissance Dallas at Plano Legacy West Hotel is ready to redefine your expectations of luxury travel. Perfectly situated at the south end of the \$3 billion Legacy West urban mixed-use project, our hotel greets guests with a blend of modern comfort, intriguing style and unparalleled service. Our rooms and suites offer plush bedding and worldly design touches.



The conference rate of \$199 per night is valid until March 5, 2018, or when the room block is full.

The Renaissance is a Marriott property. If you are a Marriott member you will receive points on your hotel stay. To reserve a room at the Renaissance Hotel: call **800-468-3571**. Or click the link from the Food On Demand website: <http://foodondemandnews.com/conference/>

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About Restaurant Finance Monitor

The Restaurant Finance Monitor provides valuable financing sources for growing restaurant companies and insight into the restaurant business you won't find elsewhere.

REGISTRATION FORM

FOOD ON DEMAND NEWS

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Minneapolis, MN 55418
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Fax: (612) 767-3230
E-mail: info@foodondemandnews.com

**2018 Registration Information:
www.foodondemandnews.com**

Fax back or scan & email

Name _____

Title _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Cell Number _____

E-mail: _____

(Required for pre-conference updates and to receive preliminary agenda.)

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Check here if you are a restaurant operator.

Concept(s) _____

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Signature of cardholder _____

Card billing address (if different from above) _____ 3 or 4-digit security code _____

Only registered attendees will be admitted to the conference sessions, private meeting rooms, meal functions and receptions. No one will be admitted to any conference session without proper registration credentials. Credentials are not transferable without permission.



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Change Service Requested

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