

EVALUATING FOODSERVICE OPPORTUNITIES FOR CBD-INFUSED FOODS

Over the past two years, Cannabidiol (CBD), in the form of oils and supplements has become widely distributed across the United States, even in places lacking cannabis legalization. Now the trend is becoming more known in the food and beverage industries.

From beer to upscale eateries, brands and restaurants are gearing up for a boom in sales in 2019 and beyond. To help foodservice manufacturers navigate this growing and uncharted territory, Foodservice IP (FSIP) is launching a comprehensive common interest study, **Evaluating Foodservice Opportunities for CBD-Infused Foods**.

STUDY SCOPE

- **Consumer awareness concerns, and expectations:** How will ordering behavior be affected? What about away-from-home food consumption?
- **Operator attitudes:** What changes are expected in consumer ordering? Which initiatives are being taken to address consumer questions and concerns? What kinds of planning activities are taking place in respect to labeling, preparation, menu engineering, and promotional strategies?
- **Manufacturer business implications:** How will manufacturers be directly and indirectly affected? Which product categories are likely to be impacted? How can manufacturers address this impact through product reformulations, education, promotion and marketing programs, and other potential strategies?

NEXT STEPS

To sign on today and have your proprietary questions included in our study survey, please complete the acceptance form on the following page or contact:

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FSIP DELIVERS:

Better bang for your buck! We provide sponsors with more for less:



Customized original research tailored to your specific questions



In-depth Power Point report



Complimentary webinar



Personalized infographic (with your company logo) to share with operator clients for value-added relationship building



Truly strategic guidance around investments in CBD-infused foods

SPONSORSHIP AGREEMENT

Evaluating Opportunities for CBD-Infused Foods in Foodservice

YES, I'd like to sponsor the study for \$22,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan and email to the attention of ONE of the following FSIP representatives:

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Thank you for your business!