



# YOUR GO-TO FOOD INDUSTRY EXPERTS FOR MEDIA SOURCING



# FRESH PERSPECTIVES FROM SEASONED MINDS

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Foodservice IP analysts average more than 15 years of experience in food industry research and consulting. Our deep knowledge-base encompasses all areas of the restaurant business, including operator, menu, supplier, consumer, and economic trends. You can depend on our expertise for all your media projects covering food and beverage news.

## THOUGHT LEADERSHIP TO SUPPORT YOUR DEADLINES

Foodservice IP delivers reliable perspectives and fact-based insights for the following topics and more...

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TRENDS

CONSUMER  
TRENDS

MANUFACTURING

DISTRIBUTION  
& LOGISTICS

MERGERS &  
ACQUISITIONS

GROCERY STORE  
PREPARED FOODS

CONVENIENCE  
STORES

CENTRAL KITCHENS  
& COMMISSARIES

FOOD TRUCKS &  
GHOST RESTAURANTS

PLANT-BASED  
FOODS

CAFETERIAS  
& FOOD HALLS

## MEET THE EXPERTS

### Tim Powell



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**Tim Powell is a Managing Principal of Foodservice IP (FSIP).** His responsibilities include recommending and developing business strategies, market sizing, designing qualitative and quantitative research methods, strategic planning and project management. Tim serves as a trusted foodservice adviser to management at several food companies. Prior to FSIP, he spent several years with foodservice research and consulting firm Technomic as a Principal. Tim previously worked in similar consulting and marketing roles with KPMG LLP and IBM. He is a regular contributor to Restaurant News, The Los Angeles Times, The Chicago Tribune, The Columbus Dispatch, Advertising Age, Reuters as well as other local publications. He has appeared on Fox Business News, NPR and other local television and radio programs. Tim regularly presents at a variety of client and industry events and conferences. Tim earned his Bachelor of Arts in Journalism at The Ohio State University and a Masters of Business Administration degree at the University of Illinois. He has completed graduate level social science and economics courses at the University of Chicago.

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**Julie Heseman is a Principal with FSIP.** Her responsibilities include managing qualitative and quantitative research and developing business strategies for foodservice clients. Julie has extensive experience in the foodservice industry with overseeing projects, cultivating new business, handling P&Ls, market sizing, conducting supply chain research, and helping drive client portfolio growth. Julie's prior experience encompasses marketing and strategic roles with Home Chef, the International Foodservice Manufacturers Association (IFMA), and Technomic, Inc. Julie earned a Masters in Business Administration degree in Revenue Management from DePaul University and her Bachelor of Arts degree in Sociology from Tulane University.

## FSIP IN THE NEWS

We are a sought-after, authoritative voice, quoted regularly in both business and trade media, nationally and regionally. Below is a sampling of the recent press we've received:



Industry analyst Tim Powell said these new chicken sandwiches will likely replace others that the brand has tested. **"Fried chicken is definitely having a moment and I think McDonald's has decided it's an area where they can win,"** said Powell, managing principal at industry consultancy Foodservice IP in Chicago.

[https://www.nrn.com/quick-service/mcdonald-s-finally-launching-premium-crispy-chicken-sandwich-compete-chick-fil-and?NL=NRN-02\\_&Issue=NRN-02\\_20191203\\_NRN-02\\_824&sfvc4enews=42&d=article\\_1\\_1&utm\\_rid=CPG06000021750880&utm\\_campaign=34974&utm\\_medium=email&elq2=ac30294c8c014bcc8e4d285b4c83eae7](https://www.nrn.com/quick-service/mcdonald-s-finally-launching-premium-crispy-chicken-sandwich-compete-chick-fil-and?NL=NRN-02_&Issue=NRN-02_20191203_NRN-02_824&sfvc4enews=42&d=article_1_1&utm_rid=CPG06000021750880&utm_campaign=34974&utm_medium=email&elq2=ac30294c8c014bcc8e4d285b4c83eae7)



Whether nutrient shakes are the food of the future, however, is up for debate. Julie Heseman, a principal at food service industry consulting firm Foodservice IP, thinks this type of product won't take off for one reason: it's just not tasty enough. **"While products like Huel and Soylent are nutrient-rich, they do not offer the craveability that is critical in widespread consumer acceptance and use."** Heseman believes that we'll see more lab-engineered food products — whether plant-based protein like the Impossible Burger or lab-grown meat like **Memphis Meats** — which may be just as manufactured as **Huel** or **Soylent** but have the advantage of looking and tasting like a familiar meal.

<https://www.vox.com/the-goods/2019/11/11/20953750/soylent-huel-sustainable-meal-replacement-tried>



**"I think the biggest loss to McDonald's is the relationship [Easterbrook] built and enthusiasm he exhibited with franchisees,"** restaurant consultant Tim Powell said. "He was able to reduce the historical tension between corporate and franchisees that had been a hurdle to innovation and long-term growth."

<https://www.nrn.com/quick-service/wall-street-reacts-cautiously-abrupt-dismissal-mcdonald-s-ceo-turnaround-leader>



Tim Powell, managing principal with management consulting firm Foodservice IP, based in Chicago, said such numbers may simply reflect the way consumers are dining out differently. "I think it's overblown, the shuttering of units," Powell said. **"While new unit openings and closures have typically been a reference point, we're under a completely different foodservice paradigm." He added that the growth in off-premise transactions has given independent restaurant operators more options for growing their businesses. "I don't think we can look at things like openings because we're seeing instead independents getting more creative," he said. Smart restaurant operators are looking for ways to boost consumer engagement and build new business within their four walls, he said. That's not to say there aren't storms ahead.** The restaurant industry is 15% of the global economy and remains vulnerable to recession fears, not only in the U.S. but around the world. Powell predicted signs of recession will begin to appear in the next quarter, starting in December. "The foodservice industry is a leading indicator and we're already seeing consumers tightening their belts," he said. Now is a good time to "hold tight and make sure your formula works," said Powell, including investing in things like service, cleanliness and staff friendliness. "This is the time to up your guest satisfaction," he said.

<https://www.restaurant-hospitality.com/operations/restaurant-industry-dying>



Guest article authored by Julie Heseman, "As consumers continue to look for new flavors, c-stores have to be creative and innovative in new menu offerings. However, **many operators have to find the balance between the exciting and familiar when ideating and naming dishes.** For example, gochujang (red chili paste) is a common ingredient in Korean food, but the name is unfamiliar to many consumers. When using this ingredient, an operator may relate the dish to Korean barbecue to give consumers a point of reference and encourage trial."

<https://cstoredecisions.com/2019/10/18/beyond-taco-tuesday/>



Did you know that restaurants consume an average of five to seven times more energy per square foot than other commercial buildings? For quick-service restaurants and other high-sales volume establishments, it's up to ten times more. And that consumption adds up to higher utility bills. Tim Powell, Managing Principal at food service management consulting firm Foodservice IP, says that **fixed costs like utility bills account for up to 33% of a restaurant's sales.**

<https://www.lightspeedhq.com/blog/complete-guide-to-restaurant-profit-margins/>



Restaurant analyst Tim Powell believes these **tariffs have the potential to raise prices across a wide range of restaurants. "It will certainly impact food and inventory costs for all restaurants — not just fine dining.** Cheese products used as common food toppings, parmesan, blue cheese, are already pricey and perishable. Foodservice distributors will clearly pass those 15% to 25% premiums on," said Powell, managing principal at industry consultancy Foodservice IP in Chicago. "Finding a quick supplier to offset the increased prices will drive up demand and squeeze supply —raising prices. Bars and taverns serving Scotch and any other wines will certainly see declines in profit margins — these are usually how restaurants can increase profits when food is static."

<https://www.nrn.com/dessert-trends/what-european-tariffs-mean-restaurant-menus>



"(The) **Beyond Meat** selection is a good way to offset the parity of just going to **Burger King** for the same patty," said Tim Powell, a restaurants expert at consulting firm Foodservice IP. **"We all have been pushing McDonald's to make this move...It opens the door to a whole host of new customers."** Powell warned that **setting prices could be a challenge for McDonald's. Plant-based burgers typically cost \$1-\$1.50 more than meat patties** — a price gap that Beyond Meat and Impossible Foods are investing in closing as soon as possible.

<https://www.reuters.com/article/us-mcdonalds-corp-beyond-meat/mcdonalds-joins-beyond-meat-bandwagon-with-canada-tests-idUSKBN1WB161>



**"The addition of a rewards feature will drive more consumers to the Grubhub platform in an extremely crowded third-party aggregator market, and in turn to those restaurants partnered with Grubhub,"** said Julie Heseman, a principal at Chicago-based Foodservice IP. Chains that have their own rewards programs might also see an advantage in Grubhub Perks because many "consumers aren't aware of individual loyalty programs or don't want to download every app," Heseman said.

<https://www.nrn.com/technology/grubhub-perks-race-bottom-delivery-expert-says>



**"We're seeing a return of the lager, as craft brewers are exploring more traditional styles to combat IPA market saturation in new ways, and these lighter beers are great for hot summer weather,"** notes Tim Powell, VP and senior analyst for Q1 Consulting.\* "Mexican-style lagers are particularly hot, even with large brewers. A lager is very light and less malty, so it shouldn't be overpowered with very sharp cheese—try a combination of cotija cheese, fresh tomatoes and cilantro." Powell notes that Gose, a salty sour, is the fastest-growing sour by far in an already trending category. "Its crispness would pair well with a white pizza with grilled shrimp, since the sourness complements the shrimp as a citrus would," he says. "Green Zebra by Founders is a great choice and available only in summer months." Though polarizing, IPAs remain perennially popular—and summertime is no exception. Powell recommends lower-alcohol options paired with bitter, leafy veggies and root veggies—think sweet potato pizza with goat cheese crumbles and toasted pine nuts. Powell loves pairing a dry, crisp cider with an apple and Gouda pizza, while Boalbey matches Golden State Mighty Dry Cider with a Margherita.

<https://www.pmq.com/summer-suds-how-to-make-perfect-pizza-and-beer-pairings/>



Tim Powell, a senior restaurant analyst at Q1 Consulting\* in Chicago, said **giving franchisees the option to shrink the all-day menu is a great idea. "It not only saves on food costs and waste, but it allows more control of each restaurant to fit the needs based on what the competition offers," he said, citing convenience stores.** "This is a common technique in C-stores where perhaps half of a chain offers grab-and-go and the others only offer muffins and coffee."

[https://www.nrn.com/quick-service/mcdonalds-gives-franchisees-option-shrink-all-day-breakfast-offerings?NL=NRN-01a&Issue=NRN-01a\\_20190515\\_NRN-01a\\_197&sfvc4enews=42&cd=article\\_1&utm\\_rid=CPG06000009796523&utm\\_campaign=30425&utm\\_medium=email&elq2=a1a2f0471f15466d8787a228e50f53d4](https://www.nrn.com/quick-service/mcdonalds-gives-franchisees-option-shrink-all-day-breakfast-offerings?NL=NRN-01a&Issue=NRN-01a_20190515_NRN-01a_197&sfvc4enews=42&cd=article_1&utm_rid=CPG06000009796523&utm_campaign=30425&utm_medium=email&elq2=a1a2f0471f15466d8787a228e50f53d4)

\*We changed our name (formerly Q1 Consulting Group) to Foodservice IP in July 2019 to better reflect our industry focus



**"They (offer) cheap, inexpensive food and the demand is still there. But it is not a big point of differentiation. You could go to a (convenience) store and get the same thing,"** said Tim Powell, a restaurant analyst at Chicago-based Q1 Consulting.\*

Source: <https://in.reuters.com/article/yum-brands-results/yum-brands-beats-on-kfc-growth-taco-bell-weighs-idINKCN15746B>



**"Customization was the trend five years ago, but today consumers are more focused around transparency and what's in their food,"** said Tim Powell, a senior restaurant analyst at Q1 Consulting\* in Chicago. "It makes sense for **McDonald's** to cut the Signature line and reduce SKUs [stock keeping units] for franchisees and focus on what their customers are asking for – fresher food."

Source: <https://www.nm.com/quick-service/mcdonald-s-phasing-out-premium-signature-crafted-burgers>

Industry analyst Tim Powell said **McDonald's** is simply automating old-fashioned upselling, where cashiers are encouraged to suggest add-ons like fries or sodas. "As long as this doesn't add time to the ordering process, history has shown that patrons are inclined to add to their order if it's applicable, convenient and reasonably priced," said Powell, senior analyst and vice president of Q1 Consulting\* in Chicago. "In a lot of ways, it's how we're used to shopping online already – with Amazon." **"Since traffic has been down, operators are looking to increase sales per store with existing counts. I'm interested to see how this technology will impact check averages,"** Powell said.

<https://www.nm.com/quick-service/mcdonald-s-automate-upselling-purchase-ai-company>



Meanwhile food operators are leveraging technology to own 'convenience.' Customers increasingly employ mobile apps and/or touchscreen kiosks to order food on site and opt for delivery more often. In fact, food delivery trends are impacting restaurant traffic numbers overall. At the end of last year, research firm Q1 Consulting LLC\* saw sales increased in traditional restaurants, but traffic fell. **Food delivery caused the difference, explained Julie Heseman**, principal with Q1 Consulting. Heseman expects more upscale c-stores with robust foodservice programs in urban areas will begin considering delivery in 2019, if they're not already offering it. **"Those more forward-thinking foodservice convenience stores are definitely going to be looking into partnering with the Grubhubs and Uber Eats of the world," Heseman said.** Regardless of how they order, customers are seeking high-quality eats with "either higher-end ingredients or unique flavor profiles," Heseman said.

<https://cstoredecisions.com/2019/01/28/2019-foodservice-trends-report/>



Tim Powell, a senior restaurant analyst at Q1 Consulting\* in Chicago, said the bacon blitz by **McDonald's** is clearly a "ploy" to drive foot traffic to stores. "They have looked to Taco Bell for these techniques," he said. **"McDonald's has been more obvious with its 'me too' strategy with the never-frozen burger and all-day breakfast. We will see how franchisees handle this though."**

<https://www.nm.com/quick-service/mcdonald-s-launch-bacon-hour-promotion>

Tim Powell, a senior restaurant analyst at Q1 Consulting\* in Chicago, said **Pizza Hut's Super Bowl bet is paying off, in terms of showcasing the brand which is in a "two-horse race" with Domino's.** "I think the exposure Pizza Hut will receive is well worth the investment," he said. "It makes current brand loyalists more loyal and obviously will build awareness for the category."

<https://www.nm.com/quick-service/pizza-hut-expects-sell-2-million-pizzas-during-super-bowl>

Tim Powell, a senior restaurant analyst at Q1 Consulting\* in Chicago, said **adding chicken and waffles is a "natural progression to the heart of what a chicken concept should stand for."** "Many of the upstarts, hipster independents and food trucks are touting chicken and waffles," Powell said. **"It seems about time the mainstream chains get into it."**

<https://www.nm.com/chef-insights/kfc-wants-raise-bar-chicken-and-waffles-meal>



**"With Millennials and Gen Z caring about the story behind their food and beverage, craft beer still has an opportunity at the local/regional level and taprooms are a good growth option,"** said Tim Powell, vice president at Q1 Consulting\* and a food service industry expert. **"I think craft breweries still have a lot of top-line growth potential."**

<https://www.dispatch.com/news/20181027/columbus-craft-brewers-still-growing-though-landscape-has-changed>

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Tim Powell, a retail and food analyst at Q1 Consulting\* in Chicago, said the **Postmates promotion is another "last ditch" effort to boost dwindling foot traffic. Food safety concerns have had a "big damning effect on Chipotle," he said.**

<https://www.ocregister.com/2018/02/02/heres-how-to-get-free-delivery-of-chipotle-on-super-bowl-sunday/>

Tim Powell, a senior retail and food analyst at Q1 Consulting\* in Chicago, said **offering the drinks aligns with Starbucks' strategy of "attacking the afternoon and late evening daypart,"** where foot traffic pales in comparison to the morning. "If it makes money at their upscale stores, they will likely move it to more mainstream stores in affluent areas like they did in Orange County," Powell said.

<https://www.ocregister.com/2017/02/15/100-starbucks-cafes-in-orange-county-testing-exclusive-ice-cream-drinks/>



**Starbucks' strategy of late has been to introduce a number of new and unique items to capture share from non-traditional segments and also from at-home purchasing. The Unicorn drink is a prime example of a limited time offer that garnered a ton of attention – not all good, but taste is also subjective, so it's effective at generating controversy,"** Tim Powell, VP and Senior Analyst of Q1 Consulting,\* told FOX Business. "Dunkin' is following a similar strategy of trying to grab new customers and build traffic by offering free samples. Chipotle did this 15 or so years ago in the Boston area and converted customers into a walking salesforce saying positive things about the brand," Powell said. "Both Starbucks and Dunkin' are looking to develop a core base of loyal customers using a habit-forming drink. The key is to get customers while they are young and get them hooked by the time they are in the labor force."

<https://www.foxbusiness.com/features/dunkin-donuts-vs-starbucks-drink-wars-raging>

## Restaurant SmartBrief

"Instead of gaining more customers, which was the previous goal, it's a strategy to keep customers," says Tim Powell, vice president and senior analyst at Q1 Consulting.\* Other restaurants are using sustainability to connect with their customers, such as **Moe's**, which has been focused on grass-fed, non-GMO items, plus adding eco-friendly packaging to its mission, Powell explains. Additionally, German chain Vapiano utilizes reusable take-out containers that customers can use multiple times for storage. **Powell sees eco-friendly packaging as a necessary issue for both restaurants and food delivery companies to tackle, especially as municipalities begin rolling out bans on certain packaging materials. Sustainable packaging can be tricky, Powell explains, as compostable or biodegradable materials often cost a premium for operators, though the packaging can be less functional and durable.** "Certain concepts that were attempting to be eco-friendly actually were faced with packaging that bio-degraded on the way home from takeout which can damage a concept reputation," he says. "So it's a delicate balance."

<https://www.smartbrief.com/original/2018/05/how-sustainability-trends-are-changing-way-restaurants-do-business>



Speaking at the recent *Convenience Store News Convenience Foodservice & Beverage Exchange* event, Powell noted that **consumers are making more beverage purchases in the convenience channel overall. Specifically, 42 percent of consumers said they are buying more beverages than last year vs. 15 percent who said they are buying less.** Taking a close-up look at dispensed beverages, Q1 Consulting\* found that Generation X tends to be the most loyal consumers and the most frequent. Notably, 53 percent of Gen Xers visit a c-store two to three times a week specifically to purchase a dispensed beverage. This surpasses millennials (44 percent) and baby boomers (32 percent).

<https://csnews.com/c-store-sales-flow-fountain>

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This is just a sampling of the press mentions Foodservice IP regularly receives. You can review the complete archive at [www.foodserviceip.com/news](http://www.foodserviceip.com/news). Or for additional thought leadership examples, please visit our corporate blog at [www.foodserviceip.com/blog](http://www.foodserviceip.com/blog).



## WE ARE RESPONSIVE & VERSATILE

FSIP can also help you by:

- Authoring guest columns
- Taking questions in a interview format for live or recorded video segments
- Presenting on foodservice topics at industry events

## CONTACT US TODAY!

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