

## Seize Opportunities in the College and University Foodservice Channel

Foodservice in colleges/universities is poised for evolution amid enrollment declines, warranting a new look at the segment. It's known that older students represent the bulk of this drop, but it becomes important to understand more deeply how this trend is impacting foodservice in these institutions. For suppliers, this foodservice segment offers many attractive features. First, the total C/U foodservice market is estimated to have reached \$7.2 billion in food, beverage and non-food purchases in 2016. Secondly, this segment has experienced strong growth over the past decade, largely surpassing industry averages and growth for the segment is expected to outpace the industry. And finally, "consumers" in C/U have a strong preference for brand names.

### ➤ Objectives

- Bring to light foodservice growth trends and drivers in U.S. colleges and universities
- Define market segmentation and differentiation between 2- and 4-year institutions
- Deliver dynamics and trends related to different service areas/systems
- Uncover consumer attitudes toward and behavior within C/U foodservice and retail food/beverages
- Identify critical issues faced by C/U institutions and how these impact foodservice
- Forecast how the C/U foodservice market will evolve through 2017
- Reveal key growth opportunities, anticipated challenges/hurdles and critical success factors for manufacturers who participate in the C/U foodservice market

### ➤ Methodology

- **TREND IDENTIFICATION** through review of public information and nonproprietary research.
- **CONSUMER RESEARCH** 750 heavy to moderate users of C/U foodservice venues will be interviewed, including students, faculty, employees and visitors.
- **250 IN-DEPTH OPERATOR INTERVIEWS** Q1 will quantify attitudes and behavior with an in-depth survey of 250 C/U foodservice operators.

### ➤ Deliverables

- PowerPoint report with extensive metrics, analysis and expert insights.
- Easy-to-digest commentary with key takeaways and actionable recommendations.
- Robust appendix with full study data from questions and responses.

### ➤ Next Steps

To purchase the study today, please complete the acceptance form on the following page or contact Tim Powell at 312.602.9899 (tpowell@q1consultingllc.com).



## Purchase Agreement

## Seize Opportunities in the College and University Foodservice Channel

YES, I'd like to purchase the study for \$9,500.

### ACCEPTANCE

Title \_\_\_\_\_

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Signed \_\_\_\_\_

Date \_\_\_\_\_

Once approved, please sign, scan and email to the attention of Tim Powell at [tpowell@q1consultingllc.com](mailto:tpowell@q1consultingllc.com). Thank you for your business!