

# ➤ Food & Beverage Consulting Solutions

**A winning position in the food and beverage industry requires sound strategy, differentiation, dynamic merchandising and tailored marketing approaches. Q1 experts help food and beverage clients make sense of this cyclical industry by interpreting the data they possess, deriving meaningful insights, and developing product and marketing strategies that create consumer value.**



# Food & Beverage Consulting Solutions

Q1 serves a broad base of clients including multinational restaurant chains, regional and emerging chains, supermarket and convenience store chains as well as foodservice suppliers, distributors, private equity firms, trade associations, and advertising firms.

## Food & Beverage Practice Areas

Q1 Consulting provides business intelligence and strategic solutions to:



## Consulting Services Offered

- **STRATEGY CONSULTING** — Q1's consultants can provide a solid road map to clients looking to increase profitability while reducing costs.
- **BRANDING** — Q1 helps clients to build and sustain strong brands to create customer loyalty.
- **CONSUMER, CUSTOMER & COMPETITOR INSIGHTS** — We help clients apply needs-based research and segmentation techniques that get to the real drivers of shopper and consumer behavior and help identify the most promising target groups.
- **INDUSTRY INSIGHTS** — The food and beverage industry is ever-changing. We explore the long-term impact of economic, legislative, environmental and channel-specific activities on a client's business.
- **OPPORTUNITY ASSESSMENT** — We provide a comprehensive methodology that outlines a client's internal situation, market forces and stakeholder attitudes, behaviors and usage.

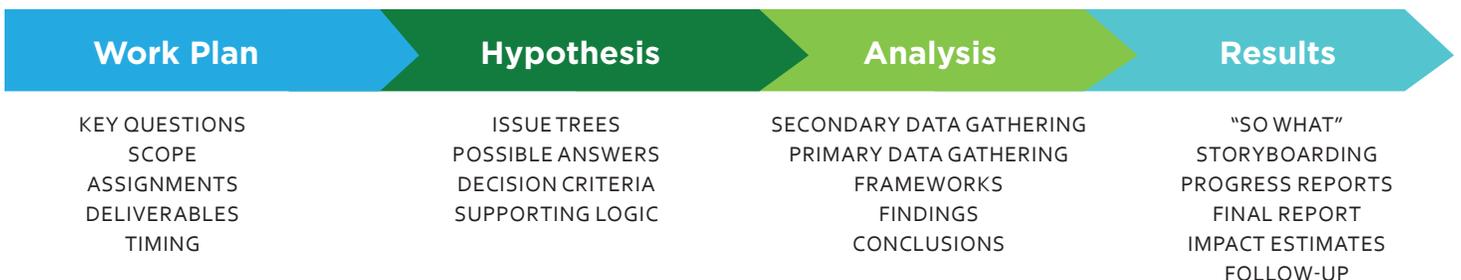


## Key Services Framework



Research	Insights	Consulting
<ul style="list-style-type: none"> <li>• Customer satisfaction</li> <li>• Competitive benchmarking</li> <li>• Segment intelligence</li> <li>• Opportunity assessments</li> <li>• Consumer identification</li> <li>• Daypart intelligence</li> <li>• Common interest – annuity programs</li> </ul>	<ul style="list-style-type: none"> <li>• Market Insights</li> <li>• Competitive Insights</li> <li>• AAU Studies</li> <li>• Merger and acquisition market due diligence</li> </ul>	<ul style="list-style-type: none"> <li>• Go-to-market strategy</li> <li>• Brand marketing &amp; positioning</li> <li>• Sales design</li> <li>• Supply chain optimization</li> <li>• Category management</li> <li>• Merchandising</li> <li>• Long range planning</li> <li>• New division/business plans</li> </ul>

## The Q1 Consulting Delivery Process



## Why Q1 Consulting?



**PARTNERS INFLUENCE THE WORK** — In most research and consulting firms, partners and senior executives design and sell a consulting engagement, only to turn over the project to less-experienced staff. Q1's senior staff spearheads an engagement from start to finish, ensuring that clients receive the results that only an experienced professional can provide.



**OUTSTANDING RESULTS** — Q1 is staffed with thought leaders and experienced professional from some of the most prestigious firms. With this comes impeccable results and business insights without the "prestigious" prices.



**ANSWERS TO THE "SO WHAT?"** — Q1 will provide end-to-end engagements from scoping a project, to identifying the hypotheses to test. The copious raw data is then synthesized by senior leaders into compact and actionable strategic options.



**CLIENT INTIMACY** — Q1 takes the time to understand a client's business before, during and after the engagement. This ensures that implications and recommendations are relevant, measurable and on target with a client's business.



**AUTHENTIC STRATEGIC THINKING** — Sometimes referred to as creative thinking, Q1 knows that not all phenomena and events in the "real world" fit into a linear model. True strategic thinking is not linear – it involves the human brain.

## Our Experience

Q1 has helped medium and large organizations obtain the business intelligence to fuel strategic growth:



## Contact

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