

AI BRIEF FOR FOODSERVICE MANUFACTURERS

To profitably grow in the fast-changing foodservice industry, Foodservice Manufacturers need to invest in AI enabled tools for their account, sales and marketing teams.

Foodservice companies that are adopting Artificial Intelligence are seeing impressive results.



RAPID PACE OF CHANGE

The foodservice industry is changing very fast. Major shifts in everything from supply chain to consumer trends and new technologies, are rewriting how this industry solves business challenges. Three massive shifts affecting Foodservice Manufacturers are:

- Constantly evolving operator landscape, including new disruptive business models
- Fast changing consumer tastes, preferences and buying behaviors
- Blurring lines between out-of-home, in-home and new channels

NEW GROWTH REQUIREMENTS

This rapid pace of change combined with emerging technologies are creating new avenues for growth. Finding these opportunities for expansion in this new environment demands a new outlook and approach. The wealth of data now available to Foodservice Manufacturers is crucial to discovering additional revenue streams and increased margin levels.



Delivering **consistent profitable** growth in this environment requires:

- Partnering with operators to identify “pockets” of “win-win” opportunities at scale
- Increasing competitive win rates by identifying and targeting operators for which you can deliver superior margin and revenue vs. your competition
- Identifying “emerging” trends in consumer preferences as well as “new” channels early enough to shape the opportunity rather than react after competitors are already shaping the opportunity
- Equipping the frontline account, sales and marketing teams with “data-driven” decision guidance in an easy to use format

ARTIFICIAL INTELLIGENCE FOR FOODSERVICE

AI combined with easily available data sources such as shipment data, survey data, outlet demographics, location and weather data can uncover new areas of growth. The application of AI-enabled tools is already creating business impact for early adopters.



For Current Accounts AI is identifying operators where significant volume growth can be achieved by changing the SKU mix, premiumization, increasing incidence, optimizing marketing offers, etc.



For Competitive Accounts AI is discovering otherwise hidden opportunities to deliver increased revenue and margin growth with your product mix.



For Innovation AI proactively points out consumer trends and emerging operator formats/channels that will impact your business down the line— providing you “lead time” to formulate a plan that turns emerging trends into opportunities rather than threats.

WHY AI?

Real business impact can be seen quickly, and that impact extends over time.

- Ability to provide action recommendations rather than just insights
- Excellent at identifying emerging trends robustly and early
- Can integrate and learn from a large number of diverse data sources—shipment data, surveys, customer demographics, location information, social media data etc.
- Learns continuously as data and markets change/evolve
- Always on—provides recommendations with the latest available data when you want them
- Provides underlying reasons for the recommendations—giving confidence about the robustness of the recommendations
- Easy to use with an intuitive interface

Foodservice Manufacturers need to build these tools now, otherwise, they risk losing to competitors and upstarts who are already building such tools.

Contrary to the industry perception, Foodservice Manufacturers have easy access to rich data sources for building a “data-driven” decision making culture. And, you can develop AI enabled tools in an agile manner to get quick business impact with relatively limited people and dollar investment.

I'd like to talk with a Foodservice AI Expert



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