THE YEAR AHEAD
A SNEAK PEEK AT THE PRODUCTS AND SERVICES DATASSENTIAL HAS IN STORE FOR 2016
In the past few years, Datassential has launched a number of groundbreaking, industry-shattering products. We introduced Firefly, a truly comprehensive and extraordinarily accurate database of every foodservice location in the country. We unveiled SCORES, testing hundreds of new menu items and LTOs with consumers every month – over 8,000 test items to date. And our TrendSpotting and Keynote Reports have become essential tools for innovation, ideation, and understanding.

So what do we have scheduled for the year ahead? In this month’s FoodBytes we are giving you a sneak preview of the new products and services we have in store for 2016. Many of these new features are based on your feedback – the cities you want us to visit in Dine Around, the categories you need us to dive into in our MenuTrends Keynote Report Series, or the features you want to see added to SCORES (like adding your own questions to concepts).

Last year we also brought ALL of Datassential’s services together in one, easy-to-use interface with SNAP!, and in 2016 SNAP! is only going to get better, with new features, enhancements, and content.

We also have some exciting new products and services, including Dragonfly, our sister program to Firefly. We’ll also introduce you to Horizon CPG Testing, a retail concept testing program designed to fill your pipeline, now and in the future.

To better understand how you can leverage these products and services, or to add or subscribe to any today, contact Dave Jenkins at 847-903-5744 or dave@datassential.com.
EVERY DATASSENTIAL TOOL, SEARCHABLE AND IN ONE PLACE

Last year, Datassential introduced a game-changer in food market research – SNAP! Under development for 18 months, SNAP! brings all of Datassential’s services together in one, easy-to-use interface. In fact, SNAP! is so easy to use that you should be able to get exactly what you want in less than three clicks, without any training. Now you can quickly search across all of your subscribed Datassential services from a single search box – type in “Prosciutto” and you’ll get 10-year time trends and detailed reports from MenuTrends, recent LTO activity from INSIDER, operator locations featuring prosciutto from Firefly, and articles on prosciutto from our Keynote and TrendSpotting Reports. SNAP! is truly “Insights Made Easy” – and it’s free for our clients. SNAP! is also becoming even more comprehensive all the time – we are constantly adding new reports, articles, and have a huge variety of new features scheduled for SNAP! in 2016. Here are some of the features we recently added or have planned for the months ahead:

NEW INSTANT REPORTS
SNAP! now features more than 500 ready-made reports on top categories, from global cuisines to ingredients to flavors and beyond. SNAP! makes them easy to find – if an Instant Report is available for your search, it will pop up automatically in your search bar.

NEW COVER FLOW
Are you looking for ideas or inspiration? Do you simply want to check out the latest industry trends and ideas? Now it’s easy to browse Datassential’s complete line of TrendSpotting Reports using Cover Flow, a visual interface that lets you flip through all of our publications with ease.

RELEASING SOON DOCUMENT LIBRARY
Now you’ll be able to use SNAP! as your company’s own insights portal – store reports, marketing materials, data files, images, videos, and so much more, all searchable via the main SNAP! search box. You’ll truly have everything you need right at your fingertips.

WE’RE CONSTANTLY ADDING TO THE 7,000+ FOOD TREND REPORTS, MILLIONS OF LTO RATINGS, 10,000+ OPERATOR AND RETAILER PROFILES, AND THOUSANDS OF ARTICLES ALREADY IN SNAP!
Every month, Datassential tests hundreds of new menu additions, LTOs, and test items added to top chain menus with 500 consumers – think of it as the world’s largest continual concept test. Since launching SCORES in September 2014, Datassential has tested over 8,000 new menu items and LTOs, totaling over 4 million consumer ratings – and the database is always growing. Every item is evaluated on metrics like purchase intent, uniqueness, purchase frequency, and value, and it’s all broken down by key consumer demographic groups – gender, generation, ethnicity, income, and region. Plus, SCORES offers turnkey concept testing for your own concepts, all kept in a private, secure database visible only to your company and benchmarked against thousands of other menu items. Not only is SCORES always growing as we add hundreds of new items every month, but we have a number of enhancements planned for 2016:

**NEW FEATURES IN 2016**

**LARGER SAMPLE SIZE**

We’ve doubled the sample size for your test concepts, from 500 to 1,000 consumers – and you can still choose an incredibly fast, 24-hour turnaround time, so you can have your results as quickly as overnight.

**CUSTOM SAMPLE CAPABILITY**

Now you’ll be able to target a specific demographic, region, or other sample group for any concepts that you screen in SCORES.

**CUSTOM QUESTION CAPABILITY**

In addition to the essential questions built into SCORES, like Purchase Intent, Draw, and Value, you’ll be able to add your own questions to your custom test concepts.

**CHAMPION MODE**

Now SCORES will go beyond showing you how your concepts score, using the power of this massive database to train you how to ideate and create stronger menu items. With a fun-to-use interface, you’ll learn what makes for a more successful new menu item.
In-Depth Research on the Topics That Matter

Datassential’s research is the foundation for every decision: what to make, what flavors and cuisines to focus on, what consumers want, what operators are buying, what trends matter – the list goes on. Our MenuTrends Keynote series combines the extensive detail of MenuTrends with the opinions and behavior of over 1,000 consumers and insights from hundreds of operators, this year covering essential topics like Desserts, Salads, and Snacking. Our Topical Keynote Reports dive deep into segments and topics, covering critical trends and changes in the industry. Combine these reports with PULSE, the ultimate planning tool, giving you access to the 2016 PULSE Market Overview, with segment-specific insights from over 1,000 operators; the 2016 PULSE Topical Keynote Report; and the Monthly Operator Sentiment Report. You can’t afford to miss out on these insights.

2016 Menutrends Keynotes
- New Healthy
- Kids’ Menus
- Desserts (Including Frozen)
- Emerging Global Flavors
- Breakfast/Brunch
- Salads
- Mexican & Latin
- Snacking

2016 Topical Keynote Reports
- College & Universities
- C-Store Foodservice
- Fast Casual (2.0 & 3.0)
- Supermarket Foodservice
- Healthcare (Hospitals & Senior Living)
- Travel/Leisure/Recreation

PULSE 2016
Every year, Datassential brings you an unparalleled look into the minds of operators with PULSE, offering segment-by-segment detail, from restaurants to on-site operators to retail. We cover their challenges, motivations, and behaviors, so you can develop segment-specific strategies that take into account the wide variations between segments. Subscribe to PULSE now and you’ll not only receive the 2016 report, but you’ll gain access to Datassential’s Monthly Operator Sentiment Report for the entire year, tracking operator traffic and sales optimism for the year ahead, plus key sales drivers. Your subscription also includes access to the 2016 PULSE Topical Reports, surveying operators on the issues that matter. Last year’s Topical Report covered ethnic foods and flavors, clean labels, food and commodity prices, nutritional labeling, and GPOs.
YOU’LL BE A TREND EXPERT IN 2016

Every year, Datassential releases 70 issues of our incomparable TrendSpotting Reports, combining the latest trends, concepts, flavors, and ideas with our industry-leading market research. In Dine Around, we’ll take you on immersive trendspotting tours of cities around the country, seeking out the latest trends in places like Downtown L.A. and Kansas City. In International Concepts, we’ll not only continue to take you to single countries around the globe in order to understand the chain market, but we’ll begin focusing on single categories, so you can see how menu items like sandwiches or pizza differ from country to country. In Creative Concepts we’ll continue to dive deep into the latest conceptual trends throughout the industry, with a number of issues that focus on on-site operators, including hospitals and business & industry. In On the Menu we continue to make trends from across the Menu Adoption Cycle easy to digest. Finally, in World Bites, we’ll bring you extensive demographic data on the authentic dishes from cuisines around the world, making it a true source of actionable inspiration.
A TRULY UNIVERSAL OPERATOR DATABASE

With Firefly, you have the ability to search, discover, and analyze over 1.3 million operator profiles. In fact, Firefly is more than an operator database – it’s a turnkey tool to analyze any market area or chain footprint. Firefly has location analytics for more than 10,000 restaurant, c-store, lodging, and grocery chains, plus over 15,000 on-site education and healthcare-affiliated foodservice operations. Identify customers and prospects, analyze customer behavior, build direct mail and e-marketing campaigns, and even integrate it with your own CRM system. And Firefly is always getting better – not just because we make over 5 million phone calls and interview 100,000 new locations each year to ensure it is extraordinarily accurate, but also because we’re always adding new features. Here’s a peek at some of the recently-added or upcoming features:

EXPANDED COVERAGE

CANADA

Just launched – Firefly now covers Canada! Dive deep into the Canadian market, covering all 13 provinces and 151 metro areas, representing nearly $30 billion in buying power.

RESTAURANTS

MULTI-CONCEPT OPERATOR LINKAGE

Firefly now links together multi-concept operators, so you can understand how restaurants are connected and target entire restaurant groups, like the Arizona-based Fox Restaurant Concepts, with 14 different concepts, a food truck, and over 50 units.

EDUCATION

K-12 & C&U UPDATES

Firefly is packed with even more granular data, including school-level enrollment, grade levels, and free & reduced meal participation, which can all be further analyzed by full district level. Key C&U data updates include enrollment, degrees offered, contract-managed or self-operated status, campus-sponsored housing, and campus environment classification.

HEALTHCARE

LOCATION-SPECIFIC INSIGHTS

Find location-specific insights for foodservice purchasing decisions within the healthcare segment, including contract-managed or self-operated status, plus group purchasing organization (GPO) affiliation. You’ll also find on-site data, including number of meals served, on-site cafeterias, and patient daily censuses.

LODGING

KEY DATA ADDITIONS

Data updates including number of stars, number of rooms, in-room and complimentary breakfast offerings, on-site foodservice venues, and meeting/banquet facilities.

LAUNCHING IN 2016

DRAGONFLY

Our new sister program to Firefly lets you manage your own internal customer and loyalty databases – and it takes them one step further, combining them with Firefly data to uncover detail on your current market coverage, generating white space opportunity reports, and so much more. Stay tuned for this powerful new product!
HORIZON: A BETTER WAY TO TEST CPG CONCEPTS

PRODUCT RECOMMENDATIONS NOW, FILL YOUR PIPELINE FOR THE FUTURE

Datassential’s new retail concept testing program is not only designed to provide a “go” or “no go” recommendation on a current product, but stages each concept along a future timeline. Some good ideas are simply too early to release today— but they may be great candidates for release in three to five years. We’ll tell you if your product is ready for the market in the short, medium, or long term.

Consumer feedback goes far beyond traditional concept metrics with an extended survey battery that considers the trend potential of each idea—and whether market forces are likely to help those ideas mature in the years ahead.

With a Horizon CPG Test from Datassential, you’ll have a full pipeline of products, all backed by data, to take you into the future.

STOP THROWING AWAY GOOD IDEAS JUST BECAUSE THEY ARE AHEAD OF THEIR TIME

Newer, on-trend items typically score poorly in traditional concept tests—they are too new for consumers—which causes companies to toss away good ideas that were just a little ahead of their time. Horizon fixes this.
TOPICS COVERED IN LAST MONTH’S TRENDSPOTTING REPORTS

DINE AROUND: ASHEVILLE
In our December issue of Dine Around, we took you on a TrendSpotting tour of Asheville, North Carolina, one of the foodiest cities in America. This small town is renowned for its farm-to-table fare, brewpubs, and twists on Appalachian and Foothills cuisine. You’ll find local North Carolina shrimp on pizza, fried green tomatoes and pimento cheese on a Southern burger, and some seriously innovative beers on tap.

UPCOMING: In February we check out the food trends in Providence, Rhode Island.

ON THE MENU
In last month’s On the Menu, we looked at grains, from operators milling their own grains and flours in-house to rye, a grain adding hearty, complex flavors to menus. We also looked at how operators are using breakfast cereals as an ingredient—topping ice cream, steeped into milk, or even brewed into beer. We also discovered the rich flavor of roasted white chocolate and the winter flavors of rum and cinnamon.

UPCOMING: We look at Native American cuisine, Aleppo pepper, coconut milk, and more.

CREATIVE CONCEPTS: MODERN BAKERIES
In Creative Concepts we traveled the country to find the bakeries that are reinventing this classic American concept with unusual flavors and ingredients, global flavors, and the latest trends. We find bakeries milling their own flours and grains, a combination bakery/beer garden, a pastry luncheonette in Portland, and a San Francisco-based bakery that takes toast very seriously—each piece takes two days to produce, from start to finish.

UPCOMING: We look at the changes taking place in hospital foodservice.

WORLD BITES: RUSSIA
In World Bites, we traveled to Russia to discover a hearty cuisine that has yet to reach its full potential in the U.S. We detailed the authentic dishes of Russia, from the better-known, including borscht, blini, pelmeni, and beef stroganoff, to the brand new, like kasha (a type of grain/porridge), medovik (layered honey cake), and kvass (an alcoholic beverage), with full consumer data broken down by demographics for each.

UPCOMING: In February, we look at the vibrant cuisine of India.

INTERNATIONAL CONCEPTS: FINLAND
In December’s International Concepts we looked at the chain restaurant scene in Finland. You’ll find a rye crust pizza topped with smoked reindeer at Kotipizza, dark rye hamburger buns at Hesburger, and Finnish pastries like korvapuusti (similar to a cinnamon roll) and Runeberg cakes (flavored with almonds and raspberries) at every bakery and café. Plus, check out casual Italian chain Rosso, French fine dining Fransmanni, and so many more.

UPCOMING: We look at how sandwich chains differ in countries around the world.

NEVER MISS OUT ON A TREND! Contact Mike Kostyo at 312-219-6435 or mike@datassential.com to subscribe.
Datassential releases its latest report in the MenuTrends Keynote series

Alcoholic Beverages

Discover all of the following insights on Alcoholic Beverages

- **Details on the current alcoholic beverage landscape for beer, wine, spirits, and cocktails** - menu penetration, recency and frequency, varieties consumers are drinking, consumption by meal part, and where they are consumed, at-home or away-from-home

- **Alcohol drivers and barriers both at-home and away-from-home** - as well as alcohol perceptions, attribute importance, and affinity by category

- **Extensive menu detail** - covers top menued beers, wines, spirits, and cocktails along with menu adoption cycles for alcohol categories, with fastest-growing ingredients and flavors

- **Flavor deep dives** - extensive detail on top flavor trends by region, restaurant segment, chain and independents. Also includes alcohol MegaTrends, seasonal flavors, and a spotlight and time trend on noteworthy ingredients

- **Operator usage detail** - which products and formats operators are using, brand importance for those formats and challenges to selling

- **Innovation and Opportunities** - products, flavors, and platform innovations for foodservice and retail

- Includes an IDEA tabulation and analysis tool

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**Datassential** is proud to release the latest report in the **MenuTrends Keynote** series delving into alcoholic beverage consumption and trends. **MenuTrends Keynotes** combine the extensive detail of **MenuTrends** with the opinions and behaviors of over 1,000 consumers nationwide and insights from hundreds of operators from **Datassential’s OPERA panel**, the industry’s largest with over 30,000 restaurant, retail and on-site operators.

**MenuTrends Keynote**

Reports are priced at **$6,500 per topic.**

Package pricing is available with the purchase of multiple topics.

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For questions or to purchase the report please contact **Brian Darr** at **312-655-0594** or **brian.darr@datassential.com**
STAY IN-THE-KNOW ON THE LATEST TRENDS WITH TRENDSPOTTING REPORTS FROM Datassential

Datassential’s TrendSpotting Reports combine the art of spotting food trends with the science of market research, so you are always up-to-date on the trends that matter to your business, from ideation to marketing to competitive analysis. And, by subscribing to the full TrendSpotting package, you’ll put it all into context by understanding the overall trend landscape, from sauces to spices, carriers to proteins, beverages to desserts.

ON THE MENU analyzes flavor and ingredient trends from across the trend cycle, from consumer awareness and interest to menu examples that put trends into context. Plus, we gather and examine important LTOs and new menu items from chains across the country every month.

DINE AROUND takes you on a TrendSpotting tour of a city or neighborhood, so you are always in-the-know on local food trends and how they fit into the overall food landscape, all combined with Datassential’s industry-leading market research tools.

INTERNATIONAL CONCEPTS highlights chain activity around the world – these are the in-demand, up-and-coming flavors, concepts, and trends that are often adapted for the U.S. market.

WORLD BITES brings you authentic dishes and ingredients from around the globe, each one packed with consumer survey data and U.S. menu examples – a must for product ideation, menu development, and marketing.

CREATIVE CONCEPTS makes it easy to understand how hot flavors, ingredients, and concepts fit into overall industry trends. Each month takes you across the country and into the establishments that are defining the industry.

To begin your TrendSpotting subscription, contact Datassential Publications Manager Mike Kostyo at 312-219-6435 or mike@datassential.com.
SOMETHING FOR EVERY IDEATION AND MARKETING NEED.
A MAJORITY OF CONSUMERS SAY THEIR TASTES ARE SHAPED BY THEIR RESTAURANT EXPERIENCES

What's happening on the menu today can be a leading indicator of tomorrow’s food trends.

Datassential MenuTrends is the industry’s largest menu data set with the longest historic trend record, plus the ability to search millions of dishes from over 100,000 menus. Because the database is designed to mirror the US restaurant census by segment, region, and menu type, MenuTrends is the only system that offers true projectable data. All segments and cuisine types are tracked extensively – from food trucks to fine dining.

MenuTrends INSIDER is also updated every month with Limited Time Offers (LTOs) and other new menu activity, with product photos that bring the listings to life. And with thousands of ready-to-use reports and simple trend detection tools, you can jump right into the database, identifying, measuring, and predicting the food and flavor trends that matter to your business.

Call us today to begin using the food industry’s authoritative resource for flavor trends.

Call Jana Mann at 312-655-0595 or email jana.mann@datassential.com.