

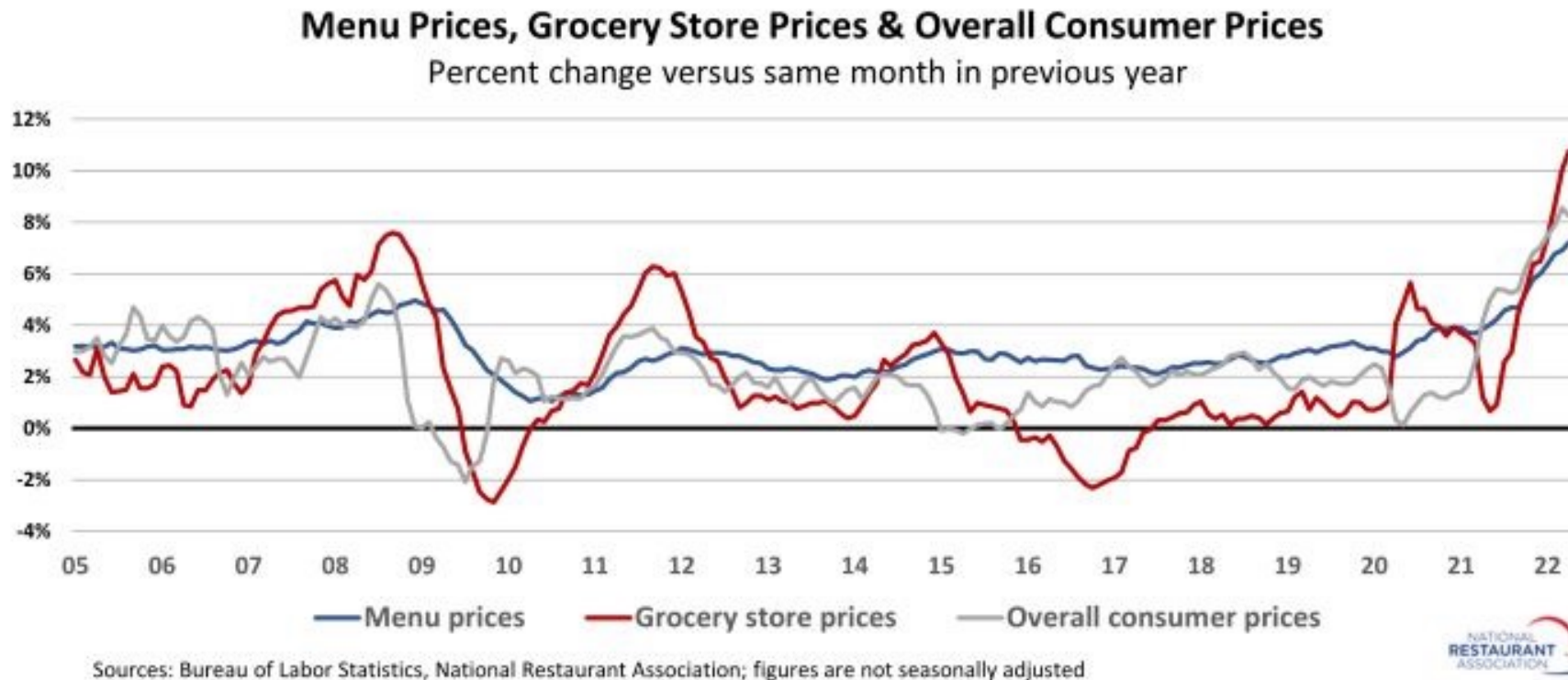


KEEP IT FRESH!

Fighting off Menu Inflation with Produce

NO ONE IS A FAN OF INFLATION

Menu prices increased 7.2% during the last 12 months



PRODUCE STRATEGIES TO COMBAT INFLATION



BARBARA CASTIGLIA

Executive Editor for Modern Restaurant Management

MRM is the go-to resource for on-the-go restaurant-industry professionals that is focused on all aspects of restaurant management and the business of eating.



WHO IS FRESH AVENUE?

Fresh Avenue brings together our extensive knowledge and relationships in the fresh produce industry that are enhanced with warehousing and supply chain services.

We bring solutions to many great national and regional restaurants and foodservice distributors.



MARK VAUGHAN

Managing Partner, Fresh Avenue

Mark brings over 30 years experience with food innovation, product development, marketing, and processing in the fresh industry.



BRIAN ROONEY

*Operations Supply Chain Director, & Partner,
Fresh Avenue*

Brian has decades of experience as a purchasing and operations executive in the fresh supply chain. At Fresh Avenue he leads our operations group covering purchasing and logistics.





SUPPLY CHAIN

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- State of the Supply Chain
- What impact is this having on suppliers?
- Why don't I have tomatoes on Friday?
- Reducing pressure on suppliers
- Insider Secrets on Produce Purchasing





MENU DYNAMICS

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- Maximizing Pantry Items with Produce
- Making Seasonality Work with your Menu
 - Working with Market Price
 - Working with Best in Season





THE POWER OF LTOS

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- Drives Traffic
- Enhances Margins
- Testing New Concepts / Product
- Keeps you Connected to Customers





RECAP

RECAP

Supply Chain

- State of Supply Chain
- What impact is this having on suppliers?
- Why don't I have tomatoes on Friday?
- Reducing pressure on suppliers
- Insider Secrets on Purchasing Produce

Menu Dynamics

- Maximizing Pantry Items with Produce
- Making Seasonality Work with your Menu

The Power of LTOs

- Drives Traffic
- Enhances Margins
- Testing New Concepts / Product
- Keeps you Connected to Customers



The image features a central white rectangular box with a thin brown border. Inside this box, the text "Q & A" is written in a large, bold, black sans-serif font. Surrounding this central box is a collage of various fresh salads. The salads are presented in different types of containers: some in red bowls, some in white plates, and some in blue or light-colored bowls. The ingredients are diverse, including leafy greens, sliced cucumbers, cherry tomatoes, feta cheese, olives, and various vegetables. The background is a solid light green color, which makes the white box and the colorful salads stand out. The overall composition is clean and visually appealing, suggesting a focus on healthy eating or a Q&A session related to nutrition or food preparation.

Q & A