



IPSOS SYNDICATED

The Food and Beverage Group Syndicated Studies



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Ipsos Foodservice Monitor ('FSM')

FSM is an ongoing daily tracking of what individual consumers ate and drank sourced from all foodservice segments yesterday. FSM links consumer needs with consumer behaviour to offer subscribers a 360 degree look at the commercial foodservice experience in Canada. We capture detail related to industry size and channels, visit details, party dynamics, menu choice and demographics, among other metrics. With an annual online sample of **36,500** Foodservice visitors FSM can review item level consumption from ages 4 and up.

success criteria

BUSINESS
UNDERSTANDING &
SOPHISTICATION

SPEED OF
SERVICE

QUALITY OF
SERVICE
DELIVERY

ONE IPSOS
PHILOSOPHY

The FSM Difference

1 Competitive pricing



We offer flexible pricing schedule with single year or multi-year access options on year to meet a variety of budgetary needs.

2 Frequent, fast, flexible



Monthly reporting 15 business days from close with **weekly view**.

3 Detailed market view



Custom menus across 260+ operators, wider view of **retail channels** (eg. Dollar Store, Fresh Markets, Online, etc.) via **FIVE**

4 Consultative servicing



We focus on **telling stories** and finding solutions to **business issues**.

5 Sample transparency



Base reported using **respondents** (not occasions or items). **Clear weighting** method.

6 Access to **FIVE Daily Consumption Diary** to fill information gaps



Leverage Ipsos for FIVE syndicated daily all-venue (at home, carried from home and away from home) of all food and beverage usage and attitudes diary tracking among 20,000 individuals annually in field since 2013; detail also captures attitudes, preparation dynamics, health statuses, conscious consumption dynamics and other general beliefs

FSM Capture Variables

● industry

Industry Dollars, Eaters, Occasions, Items

Operator Type (QSR, FSR, C-Store, Gas, Grocery, Cinema, Cafeteria etc.)

Average Party Size

Average Party Cheque

Average Eater Cheque

Average items

● visit details

Operator Considered/ Chosen

Channel Ordered/Consumed

Daypart, Hour part, Weekpart

Payment

Combo

Weather

Satisfaction with Visit

Reasons for Visit

Sources of Information

Actions Taken During Visit (e.g. Instagram)

Revisit Intent

● party

Number of Party Members

What each Member Ordered

Profile of Party Member (e.g. Child)

● menu

Menu of Specific Operator

Generic Menu for Roll-Ups / Industry View

Product on LTO or Not

Beverage Brand Detail (Alcoholic and Non-Alcoholic)

● respondent

Age, Gender, Province, City

Marital Status

HH Income

Education

Employment

Ethnicity, Recency

Household Composition

Sexuality

Ingredients Increasing / Excluding in Diet

General Dining Habits

COVID-19 Attitudes

FAB

FOOD AND
BEVERAGE
GROUP
SYNDICATED

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can
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help?



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About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.

**BE
SURE.
MOVE
FASTER.**

