

# FOODSERVICE

## NEW SOLUTIONS TO WELL KNOWN TRENDS

KEYNOTE PRESENTATION BY MIKE HOHNEN



### No new trends

For many years the same mega trends have dominated foodservice. It's all about time and money. Add to that: Individuality, health, ecology, industrialisation and automation. There is nothing new in that. What is new is the flourishing creativity – the many new solutions to these well known mega trends. We see these expressed in meal shops, fast casual, co-creation, DIY-Food, minimalist buffets etc.

### Polarisation and convergence

As a marketer you will have to make a choice: Are you going to offer efficiency or experiences. Are you going to be the Lidl or the Lido of your sector? Don't get caught between the two.

An interesting future battlefield will be the collision between foodservice and food retail. The resulting convergence leads to new meal shop formats that increasingly will close the gap between supermarkets and fast casual restaurants and cafés.

### Age, Asia, Automation and Abundance

How will the four A's that drive the future affect you. What will be the impact in your market and how can you prepare yourself for a future in a world with too much of everything?

### And after experiences?

First we had commodities and then products, followed by service. And now it is all about experiences. But what will be the next big thing? Mike has some ideas – and it will not be boring.

### It is all about your future...

The future does not create itself – it is always created by somebody. Are you in charge of your future or do you leave it to others?

The choice is yours and the future starts today.

Mike Hohnen offers a wide range of presentations — among others:

#### Generation Y:

Your new employees — are you ready for them?

#### The Service Profit Chain:

The key to create truly remarkable service companies.

#### Perspectives:

Change your perspective and you will change your life...

#### The 4 P's of Business Today:

The new mantra of successful sustainable business is:  
Purpose, People, Planet and Profit.

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