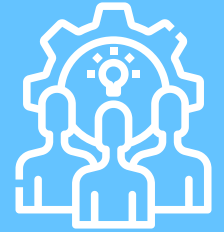# infegy

Technomic

TECHNOMIC LEVERAGES INFEGY'S SOCIAL LISTENING DATA TO GIVE FOODSERVICE COMPANIES A COMPETITIVE EDGE

> " In our business, we're constantly trying out new things and testing new processes, and we're not always sure what's going to work. We appreciate Infegy's flexibility in supporting our initiatives and helping us access the data we need as our business evolves. "

BERNADETTE NOONE
EXECUTIVE VICE PRESIDENT OF PRODUCTS AND SERVICES

INDUSTRY
Foodservice research and consulting firm

SPECIALTIES
Providing market and competitive insights and information to help foodservice companies grow and succeed

CHALLENGES
- Helping clients accurately predict upcoming food trends to promptly adapt menu offerings and ingredients based on rapidly changing consumer needs and preferences
- The ability to quickly gather, compile, and analyze data on tens of thousands of potential ingredients and menu items
- Understanding and acting upon rapidly changing consumer sentiment related to specific foods, ingredients, and dietary preferences

SOLUTIONS
Infegy's social listening platform via API exports

RESULTS
- Incorporating social listening data as an important component of the firm's proprietary modeling software to better predict consumer trends and sentiment
- 95% accuracy in predicting trends in the foodservice industry
- Helping clients quickly adapt to changing trends, introduce popular menu items, and capitalize on growth opportunities
- Providing a single source for holistic data related to consumer trends in the foodservice industry

Since 1966, Technomic has delivered unparalleled understanding and information to the foodservice industry. As the leading foodservice research and consulting firm providing insights into consumer, industry, and menu trends in the U.S., Canada, and 23 countries worldwide, Technomic helps leaders in the industry make complex business decisions.

USING SOCIAL LISTENING TO IMPROVE PREDICTIVE MODELING CAPABILITIES

One way Technomic supports foodservice clients is with its proprietary Ignite Menu dashboard. Ignite Menu is an interactive database that incorporates data from more than thousands of menus, allowing clients to leverage insights across a wide range of brands, markets, and categories in order to quickly identify trends and remain competitive in a rapidly changing industry.
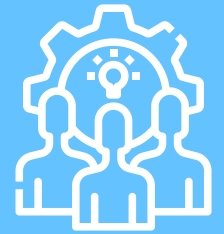
☎ 816-494-1650

✉ www.infegy.com

📍 210 W 19th Terrace #200, Kansas City, MO 64108

TECHNOMIC LEVERAGES INFEGY'S SOCIAL LISTENING DATA TO GIVE FOODSERVICE COMPANIES A COMPETITIVE EDGE

OVERVIEW OF SEEDLIP

Q2 OPERATOR PENETRATION
(% OF OPERATORS)
2019: 0.1% 2024: 0.2% 2026: 0.3%

One-year growth: 0.0% | Five-year growth: 0.2%

OVERVIEW OF DRAGON FRUIT

Q2 OPERATOR PENETRATION
(% OF OPERATORS)
2019: 0.5% 2024: 0.9% 2026: 1.3%

One-year growth: 0.1% | Five-year growth: 0.4%

Figures 1 + 2 display the operator penetration prediction Technomic used for spikes in Seedlip and Dragon Fruit for Ignite Menu.

A crucial component of Ignite Menu's insights is social listening data provided by Infegy. Infegy Topics, or words aggregated from hundreds of millions of posts, identifies conversations pertaining to food ingredients. The resulting data allows Technomic's model to track consumer sentiment and volume trends surrounding these ingredients. When combined with other information, this social listening data helps Technomic develop predictive modeling insights to support clients.

"After every quarter, we track how our predictive models are performing," said Bappaditya Ray, head of analytics and innovation sciences at Technomic. "The insights provided by Ignite Menu, combined with the expertise of our internal subject-matter experts and signals from Infegy's social listening data, allow us to accurately predict trends in the foodservice industry with 95% accuracy."

For example, a few years ago, elderflower was a relatively obscure ingredient that was seldom found on restaurants' menus. However, a few innovative bartenders began incorporating elderflowers into their cocktail recipes, and people started talking about the ingredient on social media. Thanks to Infegy's social listening data, Technomic was able to quickly identify chatter surrounding this previously seldom-used ingredient and update its models to accurately predict increased consumer demand for elderflower cocktails.

Without the benefit of social listening data, this trend would have been difficult to quantify at the cusp and predict, and Technomic's foodservice clients may have been late to capitalize on this "blossoming" opportunity.

USING SOCIAL LISTENING TO INFORM MENU DECISIONS

In addition to providing accurate predictive modeling, Technomic is able to help its foodservice clients make informed decisions about what menu items consumers wish to see. According to Bernadette Noone, Technomic's executive vice president of products and services, "Social chatter can be a leading indicator on how fast we expect an ingredient to grow on a menu."

TECHNOMIC LEVERAGES INFEGY'S SOCIAL LISTENING DATA TO GIVE FOODSERVICE COMPANIES A COMPETITIVE EDGE
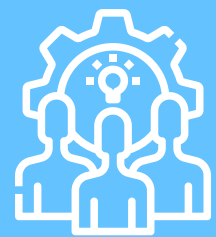
In another example, one of Technomic's restaurant clients needed a new menu item, and its dairy provider was eager to help. The dairy manufacturer utilized the insights provided by Ignite Menu to better understand what flavors and ingredients consumers were most interested in, what ingredients were growing in popularity, and what applications they were being used in on the menu. An important part of this research included consumer insights provided by Infegy's social listening platform.

"The dairy manufacturer used the tool to identify a new type of sandwich featuring mozzarella cheese," said Noone. "The manufacturer was then able to present this sandwich to the restaurant owner, backed by powerful data predicting it would be a high-performing menu item for the restaurant."

RESULTS

Infegy's social listening platform provides valuable insight into upcoming trends in the foodservice industry. Technomic's team incorporates data surrounding consumer sentiment and associated keywords to better understand consumers' interests, preferences, and dietary needs. The team then uses this data to support its foodservice clients in making informed decisions to guide their long-term growth and success.

LEVERAGING A STRONG PARTNERSHIP TO BETTER SERVE CLIENTS

When asked about her experience working with Infegy, Noone stressed the benefits of a long-term partnership, "We've been working with Infegy for a long time and have always been very happy with the partnership. The team is incredibly responsive and supportive. In our business, we're constantly trying out new things and testing new processes, and we're not always sure what's going to work. We appreciate Infegy's flexibility in supporting our initiatives and helping us access the data we need as our business evolves."

> "
> We've been working with Infegy for a long time and have always been very happy with the partnership. The team is incredibly responsive and supportive.
>
> **BERNADETTE NOONE**
> EXECUTIVE VICE PRESIDENT OF PRODUCTS AND SERVICES