

2016 Foodservice EPPS

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Monday, April 11, 2016

Kitchen Tours

60 minutes

Chef Marc will lead buyers around the on-site kitchen facility tour of the Sheraton Atlanta.

Limited amount of spaces available.

Kitchen Tours

60 minutes

Executive Chef will lead buyers around the kitchen at Cuts Steakhouse, an upscale-casual, southern-style restaurant.

Limited amount of spaces available.

Increasing The Accuracy of Your Recipe Costs In Your Foodservice Operations

45 minutes

Mark Kelnhofer is dedicated to reducing the failure rate of the restaurant and foodservice industries. After a quick review of industry and economic data, Mark will take you on a journey of combining his passion for the numbers and data with your passion for the food, beverage and superior service. Learn how to apply his unique methodology to discover what producing the menu items for the guest experience really costs you and how to engineer your product for maximum profitability. <?xml:namespace prefix = "o" ns = "urn:schemas-microsoft-com:office:office" />

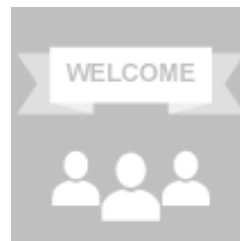


Mark Kelnhofer, President & CEO
Return On Ingredients® LLC

ECRM Welcome Reception/Panel Discussion

30 minutes

Join fellow industry peers for a demonstration of ECRM Connect and the ECRM event follow-up site. These demos will be followed by a panel discussion with past buyer and seller event participants. This panel discussion will help attendees gain insight into how to best prepare for meetings and how to maximize your time at the event and when following up with clients.



Sarah Davidson, Senior Vice President of Grocery
ECRM

University & College Roundtable

120 minutes

University/College/School Buyers Only

Join today's thought-leaders in the college & university foodservices marketplace as they explore food, equipment, service, and marketing trends that are shaping the landscape. This interactive session, moderated by Plate magazine's Gerald White, will delve into food & equipment trends, social media, sustainability, technology and other challenges. You won't want to miss this exciting and relevant exchange of ideas.



Gerald White, Associate Publisher
Plate Magazine

Co-Creation: Developing Innovative Product Partnerships

50 minutes

Organizations continue to stress the importance of innovation for future success. Chef Mark will share lessons learned creating new products with manufacturer, distributor and operator teamwork as best practice. Audience engagement will be encouraged with the hope of sparking a discussion on better serving each other's needs.



Mark Emery, North American Brands Product Development Chef
Gordon Food Service

The Culinary Awards

120 minutes

Suppliers will prepare their signature dish which will be tasted by Chef Sam Morgante, Former White House Chef, who will then judge each dish and select a winner. For those suppliers interested in participating, please contact your account manager.

