



2018 Foodservice Healthy & Specialty Foods 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, November 5, 2018

Technomic, Industry Trends & Insights

60 minutes

Hear from Melissa Wilson, Principal at Technomic, Inc. on the latest trends and insights on including healthy and specialty items on the menu.



Technomic has been providing the foodservice industry with research, insights and consulting support for more than 50 years.

Melissa Wilson, a Principal at Technomic, has more than 25 years of consulting experience in the foodservice industry. She works closely with senior leadership teams on determining the strategic implications from consumer and operator research engagements, as well as brand evolution opportunities, growth and expansion strategy, international market expansion, marketing strategy and competitive positioning. Melissa leads the firm's Operator Advisory and Off-Premise Practice areas.

Prior to joining Technomic, Melissa was President/COO of TFNMI, directing marketing and business expansion activities for chain restaurant clients across all restaurant industry segments including fine dining. She was the founder of Strategic Growth Systems, Inc. which provided concept growth strategy and franchise development support to a variety of restaurant/bar, retail and service concepts over a period of nine years.

Melissa previously served as Vice President of International Marketing Systems, Inc. In this role, she spearheaded development of Texaco's Star Mart convenience store concept from concept vision/ideation to international rollout in more than 30 countries. Melissa also played a key role in development and implementation of Texaco's Global Brand Management System and its Latin America/West Africa Division Field Marketing Systems. She concurrently served as a Principal of Franchise Systems Corporation, a joint venture with the law firm Gunster, Yoakley, Criser and Stewart.

Her early career experience includes front-line restaurant operations management in the casual-dining, upscale and fine-dining segments.

Melissa is a featured speaker, panelist and moderator at numerous industry events and conferences each year, as well as many client and supplier-sponsored conferences. She is frequently cited in leading industry and business publications regarding trends in the foodservice industry.

Melissa was an early admissions Honors student at the University of Miami, majoring in International Business. She earned her Master's degree in Business Administration from Florida Atlantic University.

Melissa Wilson, Principal
Technomic, Inc.

Pumping Up Your Recipe Costing to Improve Menu Engineering & Profits

50 minutes

Mark will take you on a journey of combining his passion for the numbers and data with your passion for aspects of the industry 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. He will walk you through the steps to re-engineer your menu for success and profitability utilizing his proven methods, with accurate recipe costing as a base. Review with him the flaws of the traditional dog/star reporting and learn about the proper data to be reviewed. The proper data combined with your passion for your operation can assist you in a healthier bottom line.

Mark Kelnhofer, President and CEO of Return On Ingredients® LLC, is an international speaker on recipe costing and menu engineering and a published author as well. He has more than 20 years of experience in bottom lineboosting accounting. After graduating from Ohio Dominican University with his undergraduate degree (1993) he immediately went into manufacturing accounting. He spent eight years in a variety of industries including plastic injection molding, lighting equipment, transit buses and tire repair products. In 2002, Mark was brought into the Bravo Brio Restaurant Group (NASDAQ:BBRG) to design and implement a cost control system based principles learned from his past industry experience. After implementation, BBRG experienced five consecutive years of cost reductions resulting in millions of dollars in savings. Mark started Return On Ingredients® LLC in January 2009 based on those same principles including accurate recipe costing, effective menu engineering, and process improvements. Mark holds a Masters in Business Administration (2005) and a Bachelor of Arts majoring in Accounting and Business Administration (1993) from Ohio Dominican University in Columbus, Ohio. He also is a Certified Food and Beverage Executive (CFBE) from the American Hotel & Lodging Educational Institute (AHLEI). Mark is currently a Lecturer at The Ohio State University instructing Food, Beverage, & Labor Cost Control as well as Adjunct Faculty at Ohio University instructing Accounting for Hospitality Operations.

He also volunteers on several hospitality advisory boards including Ohio University in Athens, Ohio and Hocking College in Nelsonville, Ohio. Mark is a past contributor to Las Vegas Food & Beverage Professional magazine. He is the author of two books, Return On Ingredients and The Culinary Pocket Resource of Yields, Weights, Densities, & Measures published by Restaurant Institute.

Mark Kelnhofer, President and CEP
Return On Ingredients® LLC

