

# 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.

### **Engaging, Inspiring and Energizing**

These are typical words used by participants to describe an experience with Mike Hohnen as a coach, trainer or keynote speaker.

Mike has his own unique style and draws on more than 27 years of 'hands on' management experience working in most positions in both large and small organisations.

### **Mike's philosophy**

Mike looks at companies, people and situations from a holistic point of view. Everything is interconnected as a constantly moving organism. The challenge as a leader is to release and unite energy in order to develop creativity and sense of responsibility among the employees. It improves the internal quality in the company - and it has a great impact on the clients and on the guests.

The programs and training Mike offers are all based on a firm belief that service products are marketed through the 'experience' that you give the guest. It is how well you deliver your service product that is the key to build traffic. And the key to deliver great experiences is more than ever linked to have the right team making an outstanding service company.

### **Methodology – tools and processes**

Mike is able to turn complex theory into simple tools to create a usable and practical toolbox for the participants - and it helps to place their companies among the very best service companies. Closest to Mike's heart is working with the Action Learning methodology as a vehicle for participants to achieve personal development and great results for the company as a whole.

See Mike at the 2008 FDA Conference