

FACT SHEET



ESSENTIALS

- What:** Menu development research for restaurant chains
- Why:** Delivering menu solutions for better informed decisions in less time
- Who:** MenuBridge is a program from a leading foodservice research firm that was founded in 1971
- Where:** FoodView 360° Research and Innovation Center in the greater Chicago area
- How:** MenuBridge connects your menu development experts and target audience to menu development

TOOLS

MenuBridge systematically integrates culinary expertise and consumer feedback. It offers modules that may be utilized separately or in strategic combinations to fit your team, needs and work style.

- › **Ideation:** Facilitated brainstorming that generates a pipeline of ideas to solve a specific problem
- › **Kitchen creation:** Culinary creation to develop and optimize menu items
- › **Live discussion session:** Facilitated interactive discussions around specific objectives
- › **Online survey:** Quantitative input across key measures
- › **Taste test:** Sampling and evaluation of test menu creations
- › **In-market test:** Real world portrayal of menu execution



FOCUS

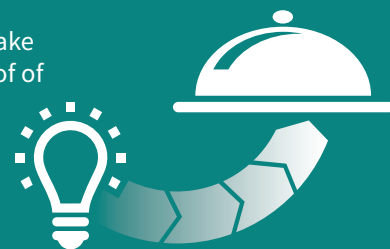
MenuBridge helps menu development teams meet consumer needs at every phase of the process:

- + Creating new menu ideas/executions
- + Prioritizing for continued development
- + Optimizing for success
- + Demonstrating potential for success



TIMING

MenuBridge can seamlessly take your project from idea to proof of concept in less than a week.



CONTACT

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