

Understanding Foodservice

In late 2009, a survey of key Foodservice industry leaders revealed the consensus view that knowledge and understanding of the foodservice industry was limited – even among industry members.

In response, the Foodservice Suppliers Association Australia has developed a half-day training program to orient and educate those entering the foodservice industry, which doubles as a refresher course for current industry members as well as others seeking to understand this dynamic and complex market.

The half-day session includes information and insights into:

- ✓ Industry dynamics and structure
- ✓ The end-user market
- ✓ Food & Grocery
- ✓ Foodservice Distribution
- ✓ Tabletop & Services
- ✓ Commercial Equipment
- ✓ Foodservice Marketing



Fees cover:

- Tutorial presentations
- Morning tea and lunch
- A copy of the presentations on USB

Fees: FSAA members **\$250 + GST** Non-members **\$350 + GST**



“Understanding Foodservice provides an excellent platform to assist new entrants to the sector to quickly gain an understanding of the market, the key players, the supplier base and current key issues facing Foodservice sector participants.

This program works effectively to both introduce Foodservice to new participants and also to give a refresher course to more seasoned members of the sector.”

Peter Macourt – Sales & Business Development
Manager NAFDA

Our next Understanding Foodservice will be held at the Southbank Institute Restaurant, 66 Ernest Street, Level 2 C Block, South Brisbane, Thursday March 22nd 2012.

Program

0830-0900
0900-0930
0930-1015
1015-1030
1030-1100
1100-1130
1130-1200
1200-1230
1230

Registration & Coffee
Foodservice Market Overview
End Users
Morning Tea
Food & Grocery Channel and Distribution
Tabletop & Services
Equipment & Equipment Distribution
Foodservice Marketing
Lunch

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