

**Exclusive to Members Only**

# How Millennials Have Disrupted the Food Industry



**November 16, 2016**

**2:00 pm (CST)**

**Presented by**

**Maeve Webster of Menu Matters**

Maeve Webster, President of Menu Matters, is a leading industry consultant for foodservice manufacturers and operators. She has spearheaded hundreds of major industry studies during her 16 years as a foodservice specialist, and today runs her private consultancy focused on helping manufacturers and operators analyze, understand, and leverage foodservice trends. Maeve's expertise is in the areas of trend analysis, market assessment, consumer behavior, product testing, and brand optimization

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**Key Millennial food/  
beverage drivers**

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**How these key drivers  
built upon one another  
in an escalating  
impact on the industry**

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**The current situation  
or result of these  
drivers on how food/  
beverages are being  
marketed and  
presented to  
consumers**

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**Thoughts on next  
stage trends driven by  
Millennial behaviors**

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**(Call in information  
will be emailed to  
registrants prior to  
webinar)**