



Kinetic 12

Where Potential Becomes Kinetic in Foodservice

Kinetic 12, a Chicago-based management consulting firm, is influential in helping the foodservice industry navigate complexity and pursue sustainable growth.

In a sector shaped by fragmented value chains, and shifting consumer habits, the firm enables manufacturers, distributors, and operators to plan more strategically, collaborate more effectively, and execute with greater impact.

Launched nearly a decade ago, Kinetic 12 initially focused solely on foodservice manufacturers but has since broadened its reach to serve the full ecosystem. Its work spans three tightly integrated service areas: strategic consulting, collaborative operator forums, and a marketing communications and culinary selling division introduced more recently.

This holistic model allows the firm to craft effective strategies, ensure their precision implementation, and deliver real-world results.

“Our tagline is ‘strategy, set in motion.’ We don’t just develop strategy, we make sure it gets activated,” says Art Bell, partner at Kinetic 12.

Strategizing Beyond the 1 Percent Growth Plateau

At the crux of Kinetic 12’s consulting practice lies a sharp focus on helping clients grow in a relatively stagnant market with an annual growth of just 1 percent.

While demand for out-of-home dining remains intense, macroeconomic volatility, labor shortages, and shifting consumer expectations have pressured traditional growth levers. Kinetic 12 works closely with clients to mitigate this, redefining go-to-market strategies, optimizing trade spend, and developing customer segmentation models that reflect value and opportunity, not just scale.

Through structured situation assessments and SWOT analysis, the firm builds tactical roadmaps and scorecards that align execution with strategic priorities, ensuring sales strategies and messaging are tailored to each client’s unique market context.

One of its success stories involves a leading food manufacturer whose largest accounts were not delivering the best returns. Kinetic 12’s segmentation framework uncovered that these high-volume customers were not necessarily the most strategic. By applying a scorecard-based approach, the client shifted focus toward accounts with stronger alignment and higher ROI, reshaping commercial priorities and internal mindsets.

The firm’s industry forums, now expanding from 10 to 12 annually, represent another core differentiator. These events unite over 200 chain operators and 120 suppliers to confront shared challenges such as profitability, labor constraints, and the rapid rise of off-premise dining. Held across multiple formats, including forums tailored to convenience stores, emerging chains and non-commercial foodservice, these sessions foster collaboration and surface insights that often feed directly into strategic engagements.



Tim Hand,
Partner



Art Bell,
Partner

Leading Foodservice into the Next Era

Kinetic 12’s marketing communications and culinary selling division is pivotal in the firm’s evolution from strategy development to strategy activation. Designed to solve a persistent challenge in B2B foodservice marketing—operator-level relevance, the division moves beyond traditional branding. It focuses on culinary application, and real-world product performance, helping clients communicate value through menu fit, prep efficiency, and margin impact. It is a practical, operator-centric approach that aligns marketing efforts with execution realities.

This expansion comes amid strong momentum for the firm. Following a record-setting 2024, Kinetic 12 is on track to exceed that performance by more than 30 percent in 2025. The firm’s growing influence is reflected in increased demand for its consulting services, the rapid sellout of its collaborative forums, and broader adoption of its integrated offerings across the foodservice value chain. By combining strategic insight with hands-on implementation, Kinetic 12 continues to meet a clear market need.

In a foodservice landscape shaped by tight margins, accelerating technology, and shifting consumer expectations, companies seek more than recommendations; they need executional confidence and lasting impact. Kinetic 12 delivers both. With deep industry experience, a holistic methodology, and a proven ability to drive results, the firm has established itself as a leader in guiding the industry forward, and its record-breaking performance is just a testament to that role. **FB**

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