What is an Emerging & Growth Chain?

20-500 Units + Innovative + Growing + Differentiated + Influential

WHY EMERGENCE IS DIFFERENT

FRESH INSIGHT: Quarterly insight reports based on current and timely insights and business implications from senior-level operators interviews and surveys

RELEVANT OPERATORS: The Emergence Operator Group consists of more than 130 relevant, Emerging & Growth chains 20 - 500 units in size.

COLLABORATION OPPORTUNITIES: Suppliers attend 2 of the quarterly regional roundtables and connect and collaborate with operators one-on-one

emerging & growth chain connection

ONE YEAR SUBSCRIPTION to Quarterly Insight Reports & Regional Operator-Supplier Connection Roundtables

SUPPLIERS
1. **4 Quarterly Insight Reports**
   - 60 pages - based on quarterly surveys & interviews

2. **Personalized Connections**
   - Kinetic12 facilitates 1/1 connections/ introductions to new operators
   - Operator introductions to suppliers they want to meet

3. **2 Quarterly Live Roundtables**
   - Attendance at up to two roundtables included (1 person)

4. **What’s Next Predictions For The New Year Report**
   - Annual report
   - Top drivers of the Emerging & Growth chains Restaurant of the Future
INTRODUCTION

- The Emergence Group of Operators
- Why Emerging and Growth Chains Are Different
- Methodology
- 3 Things to Know
  - Traffic Turnaround: Reviving Restaurant Visits
  - Value: Service & Savings Win
  - Work-Life Balance: The New Menu for Success

PART 1: THE BIG PICTURE
- Top Business Issues
- Improve Customer Counts
  + 3 Things to Know #1
- Value Defined
  + 3 Things to Know #2

PART 2: LABOR & SIMPLIFICATION
- Successful Labor Retention Tactics
  + 3 Things to Know #3
- Simplifying Prep

PART 3: SUPPLIER INTERACTION
- Supplier Capabilities
- Distributor Capabilities
- Long-term Supply Chain Fixes

PART 4: INNOVATION
- Menu & LTO Strategies
- Who’s Involved In The Menu Innovation Process
- Reducing Food Waste
- Equipment Investment Priorities

PART 5: BRAND & CONSUMER CHANGES
- Changes To Your Restaurant Brand
- Greatest Expectations Of The Consumer

PART 6: LOOKING FORWARD
- Biggest Changes In Foodservice Today
- Obstacles To Growth 2024
- Optimism For 2024
Q. What are the 5 greatest over-arching business issues you are facing today?

Building customer traffic is the #1 priority for operators and has grown nearly 25% in its level of importance since last quarter.

Managing costs amid continued traffic turbulence has been a challenge, and operators are getting increasingly focused on balancing profitability with providing customers the value they expect, without causing further negative impacts on traffic.

For suppliers, that means that cost increases may not be fully passed on to the end consumer. If you want to sell more and solve the traffic issues, menu ideas with broad applicability and differentiation are essential.

SUPPLIER INSIGHT

Building customer traffic
43%
Customers value focus at the same time as managing costs
42%
Declining profitability & margin optimization
Cost inflation & uncertainty on cost of goods
38%
Building and opening new stores on time
31%
Maintaining & improving customer loyalty
31%
Labor - hiring quality staff
25%
Lack of consistent menu execution
24%
Managing franchisee relationships
23%
Labor - retaining staff
21%
Staff shortages affecting service level standards
17%
Distributor fill rate issues & overall execution not up to standards
17%
Difficult to find quality real estate
12%
Manufacturer supply chain communication issues
11%
Off-premise optimization

(Choose up to 5, n = 116)
Value: Service and Savings Win:
Between the increased cost of living to the consumer, wages not keeping pace with the rate of inflation, and operator’s maxing out pricing increases, value is now a top concern for consumers.

Work-Life Balance: The New Menu for Success:
Our new reality is that managing labor has become more complicated, which has dramatically changed how operators approach managing their teams.
DETAILED SURVEY RESULTS

PART 1
THE BIG PICTURE
- Top Business Issues
- Improve Customer Counts
  + 3 Things to Know #1
- Value Defined
  + 3 Things to Know #2

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KINETIC12.com
Operator-Supplier Quarterly Roundtables

For active subscribers
5 events throughout 2024
One-on-one networking meetings, connections, insights, and operator panels

Q1 2024
Atlanta
Feb 27-28

Q1 2024
Charlotte
April 30-May 1

Q2 2024
Denver
May 29-30

Q3 2024
Chicago
September 10-11

Q4 2024
Dallas
December 3-4

“Thank you very much for a productive year of roundtables. We came away with better connections with our customers and many new introductions as a result.”
Operator-Supplier Q4 Roundtable - Dallas

Agenda Day One – Dec 5, 2023

Noon-1pm Networking Lunch

1:00pm Emergence Report Overview & Kinetic12 Insight Presentation - Kinetic12

1:20 - Operator Introductions

1:45 - Supplier Introductions - First Half

2:00 - Operator-Supplier Connections - Rotations 1-4

2:50 - Networking BREAK

3:10 - Supplier Introductions - Second Half

4:00 - Operator-Supplier Connections - Rotations 5-8

4:15 Networking BREAK

4:15 Operator Panel 1

4:45 Operator-Supplier Connections - Rotations 9-12

5:05 Recap of Day 1 + Preview of Day 2

5:45 Bus Pick Up to Avocados from Mexico

6:00-7:30 Networking Reception

Agenda Day Two – Dec 6, 2023

7:00-8:00am Continental Networking Breakfast

8:00 Emergence Report Overview & Kinetic12 Insight Presentation - Kinetic12 (20 min)

8:30 Operator-Supplier Connections - Rotations 13-16

10:25 Networking BREAK

9:20 Operator Panel 2

9:35 Operator-Supplier Connections - Rotations 17-20

-- Networking BREAK

10:40 Operator-Supplier Connections - Rotations 21-24

12:00 Recap Roundtable and Upcoming Meetings

12:15 Networking LUNCH
Operator-Supplier Quarterly Roundtables

20 Suppliers - 20 Operators
Matching operators needs with supplier capabilities

"I enjoyed the event and thought it was well thought out and well managed."

1/1 Networking meetings
The Emergence Group allowed me to meet 1/1 with many operators we have not done business with. This is well worth the spend.

Value to Suppliers

✓ One-year subscription
✓ Full year of operator interaction
✓ Four 60-page quarterly insight reports
✓ Relevant insight & data to help you sell better
✓ Access to 140+ emerging & growth chains
✓ 1/1 roundtables with 20+ operators
✓ New business connections
✓ Unbeatable ROI

“The Emergence Group allowed me to meet 1/1 with many operators we have not done business with. This is well worth the spend.”
<table>
<thead>
<tr>
<th>Packages</th>
<th>Price</th>
<th>Dates</th>
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<tbody>
<tr>
<td><strong>EMERGENCE CHAIN RESTAURANT</strong></td>
<td>$22,500</td>
<td>Feb 27-28 Atlanta&lt;br&gt;April 30-May 1 Charlotte&lt;br&gt;May 29-30 Denver&lt;br&gt;Sept 10-11 Chicago&lt;br&gt;Dec 3-4 Dallas</td>
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<td><strong>COLLABORATIVE INNOVATION FOODSERVICE</strong></td>
<td>$20,000</td>
<td>June 11-12 Chicago&lt;br&gt;Oct 2-3 Chicago</td>
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<td>1. Chain Emergence&lt;br&gt;Foodservice CI&lt;br&gt;Convenience Emergence</td>
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