

# 2<sup>ND</sup> ANNUAL food ndemand<sup>®</sup>

CONFERENCE | APRIL 1 & 2, 2019

CHICAGO MARRIOTT DOWNTOWN MAGNIFICENT MILE

## Drive Sales and Maximize Delivery Profits!



**Adam DeWitt**  
President & CFO, Grubhub



**Chef Ivan Orkin**  
CEO & Founder, Ivan Ramen



**Chris Meaux**  
CEO, Waitr



**Vikrum Aiyer**  
Strategic Communications, Postmates



**Meredith Sandland**  
COO, Kitchen United



**Alex Canter**  
CEO, Ordermark



**Paul Damico**  
CEO, Naf Naf Grill



**Anantica Jija Singh**  
Senior Product Manager, Google

- Drive sales, maximize delivery profits and gain new ideas from delivery, catering and tech experts
- Learn best off-premises practices from food operators large and small
- Preview new mobility options coming soon, from robots and drones to driverless cars
- Meet with the delivery brands to discuss contracts and coverage expansion
- Discover new packaging technologies that enable better travel for more foods
- Obtain the latest research on consumer habits and expectations that are changing the game for restaurant, grocery and retail delivery
- If you are responsible for mobile ordering and delivery in your company, you must attend this conference!

**Attend The 2nd Annual  
Food On Demand Conference**

**Space is Limited!**

REGISTER @ [WWW.FOODONDEMANDNEWS.COM](http://WWW.FOODONDEMANDNEWS.COM)

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**Food On Demand News** and the **Restaurant Finance Monitor** invite key restaurant and foodservice players in mobile ordering, internal and third-party meal delivery, prepared meals, packaging, and robotics and drone technology to join us in Chicago as we share strategies for **increasing efficiency and adding incremental sales** at the second annual Food On Demand Conference.

Attendees to the conference will gain vital market and operating insights by attending high-level workshops covering a wide variety of **mobile ordering, technology and food-delivery topics**. Attendees will receive proprietary surveys to help guide their delivery actions, no matter what their food delivery niche is. Attendees will be able to meet with delivery providers, technology suppliers and packaging experts to find products and services to help drive sales. The contacts and information obtained at this conference is invaluable and can be applied immediately to their business.

The Food On Demand Conference is the only conference **solely dedicated to the mobile ordering and third-party delivery market** in restaurants and foodservice. The content you'll receive and contacts you will make from this conference are best in class.

#### Who Should Attend?

Restaurant owners, C-store and grocery operators, meal-kit providers, caterers, corporate feeders and tech-to-go companies are invited to attend. Senior management specializing in marketing, procurement, finance, operations, technology and IT from these companies will benefit by attending. Also invited to attend are delivery providers, packaging companies and technology providers.

#### About Food On Demand News:

FOD publishes news and important insight to businesses that are at the intersection of food, technology and mobility. We cover topics such as restaurant meal delivery, prepared meals in supermarkets, food trucks, subscription meal kits, institutional dining, plus the industries that support all these different businesses, from packaging to technology, legal matters to financial issues.

In addition to our monthly e-newsletter, we maintain an online blog, host webinars and produce the annual Food On Demand Conference. All of this is designed to bring together key players in the industry and promote education, growth and deals from within the mobile ordering and delivery community. *For more information on Food On Demand News, including conference registration information and our newsletter, please visit: [www.foodondemandnews.com](http://www.foodondemandnews.com).*

## AGENDA-AT-A-GLANCE

### Sunday, March 31, 2019

**Welcome Reception**—5:30 p.m. – 7:00 p.m.

### Monday, April 1, 2019

**Opening Breakfast**—7:30 a.m. – 8:30 a.m.

**Opening General Session**—8:30 a.m.

*The State of Food On Demand*

#### Keynote Presentations:

- *Celebrity Chef Ivan Orkin, CEO & Founder, Ivan Ramen*
- *Adam DeWitt, President & CFO, Grubhub*

**Luncheon/Presentation**—12:00 p.m. – 1:45 p.m.

*The Future of Mobility*

**Afternoon Sessions**—2:00 p.m. – 5:15 p.m.

**Networking Reception**—5:00 p.m. – 6:30 p.m.

*Meet with the sponsors and other conference attendees*

### Tuesday, April 2, 2019

**Google Breakfast**—7:00 a.m. – 8:00 a.m.

**General Session**—8:00 a.m. – 11:30 a.m.

*Third-Party Deep Dive*

**Buffet Luncheon**—11:30 a.m. – 12:30 p.m.

**Afternoon Sessions**—12:30 p.m. – 2:30 p.m.

**Conference Concludes**—2:30 p.m.

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THE INTERSECTION OF FOOD, TECHNOLOGY & MOBILITY

**The State of Food On Demand**

Food On Demand editors kick off the conference with industry highlights since the first FODC last March, along with senior restaurant analyst Andrew Charles' insights on where the restaurant and delivery industries are headed in the coming year.

*Tom Kaiser, Editor, Food On Demand*  
*Nicholas Upton, News Editor, Food On Demand*  
*Andrew Charles, Senior Analyst, Cowen & Company*

**Identifying & Solving Delivery Challenges**

A diverse group of restaurant and delivery experts focus on the challenges for restaurant operators looking to profit from delivery.

*Laura Michaels, Reporter, Food On Demand*  
*Lynn Dyer, President, Foodservice Packaging Institute*  
*Marty Hahnfeld, Chief Customer Officer, Olo*  
*Paul Damico, CEO, Naf Naf Grill*  
*Erle Dardick, CEO, Monkey Group*

**Delivery Deep Dive – Featured Speakers:**



**Google**  
**Anantica Jija Singh, Senior Product Manager**  
 Anantica spent more than 10 years with Google Search focusing on user experience and growth. Most recently she founded Google's food ordering product across Search, Assistant & Maps.



**Amazon**  
**Jerry Rapisarda, General Manager**  
 Jerry is the general manager for Amazon Restaurants, a service for Prime members that enables fast delivery of fresh food from favorite local and national restaurants. He has been at Amazon for over seven years and currently leads restaurant delivery innovation.



**Delivery Dudes**  
**Jayson Koss, CEO**  
 Jayson launched Delivery Dudes out of his apartment in 2009. The driving force behind the company's mantra "be good, do good, have fun," Jayson's positive energy and Dudeist approach to business and life have been the foundation for the company's unique brand culture.

**Featured Speakers, cont.**



**UberEats**  
**Bowie Cheung, Head of Regional Operations**  
 Bowie heads UberEverything regional operations across North America, overseeing the logistics, trends and opportunities for the ride-sharing giant and its food-delivery arm, UberEATS.



**Waitr**  
**Chris Meaux, CEO**  
 After emerging from a startup-weekend event in 2013, Waitr, an on-demand food delivery service and online restaurant platform, has become one of the most popular services connecting restaurants with their customers through an intuitive app.



**Postmates**  
**Dan Mosher, SVP & Merchant Lead**  
 Dan leads the team responsible for growing the company's merchant partners globally. Under Dan's leadership, Postmates partner locations now total 45,000 and it has partnerships with 65% of the top 100 QSRs !



**Foodsby**  
**Ben Cattoor, Founder**  
 Ben is an entrepreneur whose specialties include: financial forecasting, procedural based cost analysis, and revenue recognition accounting. His company is a lunch delivery provider for office buildings.



**ezCater**  
**David Meiselman, Chief Marketing Officer**  
 David has spent 25 years building awareness and driving demand for innovative technology products. He has built award-winning marketing teams at four technology companies.



**Caviar**  
**Nat Emodi, Head of Supply**  
 Nat is head of supply for Caviar, Square's food ordering company. In his role, Nat oversees Caviar's restaurant and courier growth strategy, including sales, marketing, partnerships, and M&A.



**DoorDash**  
**Toby Espinosa, VP of Business Development**  
 Toby leads teams responsible for their largest revenue driving partnerships at DoorDash - BD & Enterprise. His is responsible for P&L focused on the growth, product development, and acquisition of large restaurant groups.

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**KEYNOTE: Celebrity Chef Ivan Orkin, CEO, Ivan Ramen**



Chef's Table star Ivan Orkin's incredible ramen won over Tokyo's most discerning food critics before he returned to the U.S. to open the Ivan Ramen Slurp Shop in 2013. Now he is finalizing plans to franchise the business and open 100 more. During his Food On Demand keynote, Chef Ivan will share his remarkable backstory that includes leaving the U.S. and becoming a celebrity chef in Japan, personal heartbreak and rebirth, and bringing his family back to New York City. Orkin's franchised Ivan Ramen concept is planning for takeout and delivery to comprise 50 percent of sales.

**KEYNOTE: Adam DeWitt, President & CFO, Grubhub**



During Adam's tenure at Grubhub, its revenues have grown from \$20 million to more than \$900 million. In 2014 he guided Grubhub through its initial public offering, and subsequently helped the brand expand to countless new markets. Prior to joining Grubhub, Adam was the CFO of publicly-held optionsXpress Holdings, Inc. and held financial leadership roles at JPMorgan Chase. In an onstage interview with Editor Tom Kaiser, Adam will share his insights on the fast-changing industry based on the view from the C-suite of the largest third-party delivery provider.

**The Future of Mobility**

Delivery drones and robots, ghost kitchens and other innovations in delivery have the potential to change cities along with the restaurant world. Executives from both a third-party delivery service and an auto manufacturer reveal the high-tech collaboration discussions that will focus on the future of mobility and food.

*Vikrum Aiyer, Head of Strategic Communications, Postmates*  
*Thomas Walsh, Head of Autonomous Vehicle Partnerships, Ford Motor Company*

**How Franchises and Aggregators Can Collaborate**

While the relationships between restaurant and delivery providers can be contentious, the in-house and out-house counsels for KFC will dive into contracts, negotiations and ways to form fruitful relationships that are mutually beneficial in a fast-changing restaurant landscape.

*Nancy Monroe, Editor-at-large, Food On Demand*  
*Amy Cheng, Partner, Cheng Cohen*  
*Dawn Croft, Director of Legal, KFC Corporation*

**Successful Operators' Best Practices**

If only making money with delivery were as simple as turning on a tablet and watching the orders stream in. Experienced restaurant operators share their best practices and lessons learned.

*Fred LeFranc, CEO, Results thru Strategy*  
*Alex Canter, CEO & Co-Founder, Ordermark*  
*Elizabeth Tomlinson, Dir. of Operations, Cornerstone Restaurant Group*

**Testing the Networks: SeeLevel Consumer Research Phase II**

Taking our inaugural consumer research study conducted in concert with SeeLevel HX to a new level, this panel will examine proprietary results from consumers in smaller markets across the country and compare them to last year's results.

*Nicholas Upton, News Editor, Food On Demand*  
*Lisa van Kesteren, CEO, SeeLevel HX*  
*Scott Leffel, Head of Sales U.S., BiteSquad*

**The Real Cost of Outsourced Delivery**

Changing everything from staffing and technology to legal liability, this panel focuses on franchised restaurant solutions and challenges as delivery moves further into the mainstream.

*John Berg, Shareholder, Monroe Moxness Berg*  
*Rob Grimes, CEO, IFBTA*  
*Spencer Manke, CFO, ADF Restaurant Group*  
*Vishal Agarwal, Founder & CEO, ItsACheckmate.com*

**Profiles in Delivery Courage**

What could possibly go wrong? Restaurant owners share their experiences with delivery—good and bad—and how their customers and managers have adapted to changing expectations, operations and challenges for large-scale restaurant operations.

*Tom Kaiser, Editor, Food On Demand*  
*Cynthia Gerdes, Founder & CEO, Hell's Kitchen*  
*Jordan Himmel, Chief Information Officer, Bravo Restaurants*

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**Food on Demand Technology & What’s Next**

With major investments flowing into delivery providers, the restaurant world is getting a taste of the Silicon Valley high life. Panelists drill down to how the restaurant ecosystem will change with the entrance of some of the world’s largest tech companies.

- Nicholas Upton, News Editor, Food On Demand*
- Chris Monk, CEO, Your Fare*
- Ben Byon, Director, Global Business Development, Google*
- Tim Young, CEO, eatsa*
- Dan Mosher, SVP & Merchant Lead, Postmates*

**Ghost Kitchens Get Legs**

What was once just a spirited debate is quickly becoming reality as the first virtual kitchen outlets are competing with traditional restaurants in cities across the country. Attracting interest from both franchised and independent restaurant operators, delivery-only kitchens are primed to become a major part of the restaurant ecosystem, while bringing consumers closer to the brands they crave—no dining room required.

- Nicholas Upton, News Editor, Food On Demand*
- Meredith Sandland, COO, Kitchen United*
- Robb Greene, VP Development & Logistics, ClusterTruck*

**Future of the Convenience Economy**

The conference concludes with a macro view on how new options are changing consumer expectations and behavior. Pairing data-driven insights with the softer perspective of a consumer behavior expert, this panel examines the dynamics of hungry diners who are faced with more food choices than ever before. Where do we go from here?

- Ryan Palmer, Principal, Gray Plant Mooty*
- Eli Portnoy, CEO, Sense360*
- Joshua John Clarkson, Ph.D, Associate Professor of Marketing, University of Cincinnati - Director of Brand Experience, Fleet Network*

**Research firm SeeLevel HX and Food On Demand conducted a first-of-its-kind national study with 1,400 mystery delivery shoppers in five major cities that found UberEats had the fastest delivery time (35 minutes and 31 seconds, on average).**

**REGISTRATION FEES:**

**Restaurant Operators:** (*franchisor, franchisee or non-franchised restaurants*) **\$595 per person before cut-off date.**

**All Others:** **\$795 per person before cut-off date.**

**The Registration Fee Includes:**

- Admittance to all conference sessions and workshops;
- One-on-one networking with national mobile ordering and delivery providers;
- All conference-related meals—Monday and Tuesday, breakfast, breaks, lunch and receptions;
- Advance registration list online so you can book meetings with other attendees and save valuable time at the conference;
- Complete attendee list for follow-up networking.

**HOTEL**

**Conference Hotel**

The Chicago Marriott Downtown Magnificent Mile is a trendy destination on Michigan Avenue. The conference rate of \$184 per night is valid until March 10, 2019, or when the room block is full.



To reserve a room at the Chicago Marriott Hotel: **(312) 836-0100**

The hotel room block has expired - however, you may be able to make a reservation outside of the block.

**Conference Polices:**

With written cancellation notice received by March 15, 2019, you will receive a refund (credit card payments will be subject to a \$50 administrative charge on cancellations). Cancellations after March 15, 2019, are non-refundable. Notices of cancellation must be faxed to the Restaurant Finance Monitor office at (612) 767-3230 and received by the March 15, 2019, deadline.

Substitution of enrolled attendees is permitted. No shows will not receive refunds.

For more information regarding administrative policies such as complaint and refund, please contact our offices at (800) 528-3296.

## CONFERENCE SPONSORS



### ABOUT FOOD ON DEMAND NEWS

Food On Demand News publishes information and news at the intersection of Food, Technology & Mobility – covering business topics such as restaurant meal delivery, prepared meals in supermarkets, food trucks, subscription meal kits, institutional dining, plus the industries that support all these different businesses.

# REGISTRATION FORM

## FOOD ON DEMAND NEWS

2808 Anthony Lane South  
Minneapolis, MN 55418  
Phone: (612) 767-3200  
Fax: (612) 767-3230  
E-mail: info@foodondemandnews.com

**2019 Registration Information:  
www.foodondemandnews.com**

Fax back or scan & email

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Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell Number \_\_\_\_\_

E-mail: \_\_\_\_\_

(Required for pre-conference updates and to receive preliminary agenda.)

Do not share my e-mail

Check here if you are a restaurant operator.

Concept(s) \_\_\_\_\_

### **REGISTRATION FEES:**

**RESTAURANT OPERATORS** (franchisor, franchisee, independent or non-franchised restaurant): **\$595 per person** if you register by March 15, 2019. Registrations received after March 15, 2019, are \$695 per person.

**ALL OTHERS: \$795 per person** (after March 15, 2019, the fee is \$895 per person)

**If paying by check please make checks payable to: Food On Demand News**

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Name of cardholder (if different from above) \_\_\_\_\_

Signature of cardholder \_\_\_\_\_

Card billing address (if different from above) \_\_\_\_\_ 3 or 4-digit security code \_\_\_\_\_

Only registered attendees will be admitted to the conference sessions, private meeting rooms, meal functions and receptions. No one will be admitted to any conference session without proper registration credentials. Credentials are not transferable without permission.

**Food on Demand**  
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Minneapolis, MN 55418

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