

4TH ANNUAL
food on demand
CONFERENCE | NOVEMBER 10-12, 2021
 THE BELLAGIO • LAS VEGAS

AGENDA-AT-A-GLANCE

WEDNESDAY, NOVEMBER 10, 2021		
2:00 pm–2:15 pm	Welcome General Session Jared Pfeifer, Publisher, Food On Demand The State of Food On Demand Tom Kaiser, Editor, Food On Demand Nicholas Upton, News Editor, Food On Demand	Monet
2:15 pm–3:15 pm	Expert View Into the Future of.... Delivery: Kevin Kearns, SVP, Restaurant Network, Grubhub Virtual Dining: Robert Earl, President, Virtual Dining Concepts Real Estate: Sam Nazarian, CEO, C3 by sbe	Monet
3:15 pm–3:25 pm	Refreshments <i>Sponsored by Olo</i>	Monet Foyer
3:25 pm–4:25 pm	Ghost Kitchen & Virtual Restaurant Executive Roundtable <u>Moderator:</u> Tom Kaiser, Food On Demand Alex Canter, CEO, Nextbite: Powered by Ordermark Deidra Suber, General Manager, CloudKitchens Michael Beacham, President, REEF Technology Corey Manicone, Co-Founder/CEO, Zuul	Monet
4:25 pm--5:00 pm	Research & Insight on a Shifting Market <u>Moderator:</u> Carl Orsbourn, Author, Delivering the Digital Restaurant Andrew Custage, Head of Analytics, Sense360 Ariane Turley, Sr. Research Analyst, YipitData	Monet
5:00 pm–6:30 pm	Food On Demand Showroom/Expo Hall <i>Networking Reception Sponsored by Nextbite</i>	Bellagio
THURSDAY, NOVEMBER 11, 2021		
8:00 am–9:00 am	Networking Breakfast in the Food On Demand Showroom	Bellagio
9:00 am–9:50 am	Third-Party Deep Dive <u>Moderators:</u> Tom Kaiser & Nicholas Upton, Food On Demand Yadavan Mahendraraj, Head of Merchant Operations, Uber Eats Kenny Klein, Sr. Director of Sales, Grubhub Toby Espinosa, VP of Business Development, DoorDash	Monet


THURSDAY, NOVEMBER 11, 2021, <i>cont</i>		
9:50 am–10:40 am	<p>Bringing Drone Delivery into the Mainstream <u>Moderator:</u> Nicholas Upton, Food On Demand Ben Thein, COO, Flytrex Aviation Andy Rebhun, SVP Digital & Marketing Officer, El Pollo Loco</p>	Monet
10:40 am–11:00 am	<p>Refreshment Break <i>Sponsored by Olo</i></p>	Bellagio
11:00 am–11:50 am <i>Breakout 1 of 2</i>	<p>Off-Premises Pivot: Big Questions for Big Brands <u>Moderator:</u> Laura Michaels, Editor, Franchise Times Angela Coppler, Sr. Dir., Global & Non-Traditional Dev. & Strategic Initiatives, The Wendy's Company Ryan Ostrom, EVP/CMO, Jack in the Box John Powell, Director, Delivery Strategy & Partnerships, 7-Eleven Ralph Ortiz, VP of Strategic Initiatives, Five Guys</p>	Monet
11:00 am–11:50 am <i>Breakout 2 of 2</i>	<p>Digital Transformation: Multi-Concept Independent Operators <u>Moderator:</u> Chris Monk, CEO, Your Fare Alistair Levine, Chief Revenue Officer/Owner, KitchenSync/Vine Hospitality Oscar Edwards, Owner, Complex Oakland Sean Reiter, Director of Online Revenue, The Melt</p>	Bellagio 4
12:00 pm–1:00 pm	<p>Networking Luncheon in the Food On Demand Showroom <i>Sponsored by ezCater</i></p>	Bellagio
1:00 pm–1:50 pm <i>Breakout 1 of 2</i>	<p>Enterprise VR/Ghost Kitchen Growth Strategies <u>Moderator:</u> Beth Ewen, Senior Editor, Franchise Times Aaron Noveshen, CEO, Starbird Founder & Chairman, The Culinary Edge André Vener, Founding Partner, Dog Haus David Bloom, CDO & COO, Capriotti's and Wing Zone Thomas Krouse, CEO, Donatos</p>	Monet
1:00 pm–1:50 pm <i>Breakout 2 of 2</i>	<p>Capitalizing on the Newly Digitized Customer <u>Moderator:</u> Andrew Peskoe, Chairman, Golenbock Mike Vichich, Co-Founder & CEO, Wisely Zack Oates, Founder & CEO, Ovation Niko Papademetriou, SVP Sales & Business Dev., Qu Kinesh Patel, Chief Technology Officer & Co-Founder, SevenRooms</p>	Bellagio 4
2:00 pm–2:50 pm <i>Breakout 2 of 2</i>	<p>Connecting the Dots on Digital Operations <u>Moderator:</u> Nicholas Upton, News Editor, Franchise Times Vishal Agarwal, Founder & CEO, ItsaCheckmate Bryan Solar, Head of Restaurants, Square Shane Whitlach, Chief Revenue Officer, Omnivore Technologies Hope Neiman, CMO, Tillster</p>	Monet

THURSDAY, NOVEMBER 11, 2021, <i>cont</i>		
2:00 pm–2:50 pm <i>Breakout 2 of 2</i>	<p>Fresh Ideas for the Lunchtime Daypart <u>Moderator:</u> Ryan Palmer, Partner, Lathrop GPM Ben Cattoor, Founder & CEO, Foodsby Mark Robbins, Owner, Salata Zak Edgington, Head of Corporate Sales - Western Region, Grubhub Mark McNamee, Chief Administrative Officer, Grant Thornton</p>	Bellagio 4
2:50 pm–3:10 pm	<p>Refreshment Break <i>Sponsored by Olo</i></p>	Bellagio
3:10 pm–4:00 pm <i>Breakout 1 of 2</i>	<p>The Culinary Side of Virtual Restaurants & Ghost Kitchens <u>Moderator:</u> Callie Evergreen, Business Reporter, Franchise Times Joey Simons, SVP of Operations, C3 Alp Franko, Founder, The Local Culinary Molly McGrath, Head of Culinary, All Day Kitchens Vincenzo Rossy, VP of New Store Openings, C3</p>	Monet
3:10 pm–4:00 pm <i>Breakout 1 of 2</i>	<p>Marketing & Loyalty in a New World <u>Moderator:</u> Fred LeFranc, CEO, Results thru Strategy Abhinav Kapur, Co-Founder & CEO, Bikky Hadi Rashid, Co-Founder, Lunchbox Zach Goldstein, CEO & Founder, Thanx Jamie Marshall, Co-Founder & COO, Snackpass</p>	Bellagio 4
4:00 pm–6:00 pm	<p>Food On Demand Showroom/Expo Hall <i>Networking Reception Sponsored by RoadPilot</i></p>	Bellagio
FRIDAY, NOVEMBER 12, 2021		
8:00 am–9:00 am	<p>Food On Demand Showroom/Expo Hall <i>Breakfast served in Showroom/Expo Hall</i></p>	Bellagio
9:00 am–10:00 am	<p>Rebuilding Catering & Group Ordering <u>Moderator:</u> Erle Dardick, Senior Partner, Off Premises Growth Academy Michael O’Hanlon, Head of Catering Partner Business, ezCater Dilip Rao, CEO & Co-Founder, Sharebite Marty Hahnfeld, Chief Customer Officer, Olo Aaron Hoffman, Co-Founder & CEO, DeliverThat Jim Rand, Operating Partner, Act III Holdings</p>	Monet
10:00 am–10:50 am	<p>Beyond the Big 3: Next-Tier Delivery Providers <u>Moderators:</u> Tom Kaiser & Nicholas Upton Food On Demand Matt Howard, CEO, Eatstreet David Cabello, Founder, Black & Mobile Linxin Wen, CEO, Chowbus Carl Grimstad, CEO & Chairman of the Board, Waitr Holdings</p>	Monet

FRIDAY, NOVEMBER 12, 2021, cont		
10:50 am–11:40 am	Delivery Diversification: Grocery, Retail & Convenience Moderator: Tom Kaiser, Food On Demand Atul Sood, Chief Business Officer, Kitchen United Jay Scherger, Head of Innovation, Kroger Raj Beri, VP Grocery & New Verticals, Uber Eats	Monet
11:40 am	Conference Closing Remarks Tom Kaiser & Nicholas Upton, Food On Demand	Monet
11:45 am	Conference Concludes	

FOOD ON DEMAND SHOWROOM

Networking Lounge
Sponsored by:



<p>Lunchbox 423</p> <p>Ovation 421</p> <p>GA Pacific 419</p> <p>PAR 417</p> <p>Rosnet 415</p> <p>Ayro 411</p>	<p>Cartwheel 422</p> <p>EatStreet 420</p> <p>Yumpingo 418</p> <p>Bluemark 416</p> <p>Wisely 414</p> <p>Social Mobile 412</p> <p>Flipdish 410</p>	<p>Food Boss 323</p> <p>Snackpass 321</p> <p>Bohat!® 319</p> <p>Marqii 317</p> <p>Delivery Drivers 315</p> <p>OrderB4 313</p> <p>ItsaCheck 311</p>	<p>Virtual Dining Concepts 320</p> <p>dliivr 318</p> <p>Bikky Co 316</p> <p>Qu 314</p> <p>Genpak 312</p> <p>Monroe Moxness 306</p> <p>SendBird 304</p> <p>NovaDine 302</p> <p>DoorDash 300</p>	<p>Uber 221</p> <p>Orders.Co 219</p> <p>OnDemand 217</p> <p>Seven Rooms 215</p> <p>Woolpert 213</p> <p>Road Pilot 207</p> <p>RMDA 205</p> <p>Lathrop GPM 203</p> <p>Apex 201</p>	<p>Omnivore 220</p> <p>Omnivore 218</p> <p>Branch 216</p> <p>EduMe 214</p> <p>Waitr 212</p> <p>Carter-Hoffman 206</p> <p>Cuboh 204</p> <p>Tillster 202</p> <p>Nextbite 200</p>	<p>Automat Kitchen 121</p> <p>EzCater 119</p> <p>FiRST 117</p> <p>Everee 115</p> <p>Wobot 113</p> <p>Sauce 111</p> <p>Bbot 107</p> <p>Therm Onato 105</p> <p>Virturant 103</p> <p>Cloud Kitchen 101</p>	<p>Thanx 122</p> <p>Hungr 120</p> <p>Anchor Packaging 110</p> <p>Intelligence 114</p> <p>Purell 112</p> <p>Anchor Packaging 110</p> <p>Cake 106</p> <p>Bite 104</p> <p>Boxie 102</p> <p>Tech Ryde 100</p>
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Entrance

<p>110 Anchor Packaging</p> <p>201 Apex</p> <p>121 Automat Kitchen</p> <p>411 AYRO</p> <p>107 Bbot</p> <p>316 Bikky</p> <p>104 Bite</p> <p>416 Bluemark</p> <p>319 BOHA!®</p> <p>102 Boxie</p> <p>216 Branch</p> <p>106 Cake 0 Emission</p> <p>206 Carter-Hoffmann</p> <p>422 Cartwheel</p> <p>101 CloudKitchens</p> <p>204 Cuboh</p> <p>210 Deliverect</p> <p>315 Delivery Drivers</p> <p>318 dliivr</p> <p>300 DoorDash</p> <p>420 EatStreet</p> <p>214 EduMe</p> <p>115 Everee</p> <p>119 ezCater</p> <p>117 First Delivery</p> <p>410 Flipdish</p> <p>323 FoodBoss</p> <p>311 Foodsby</p> <p>312 Genpak</p> <p>419 Georgia-Pacific</p> <p>211 Grubhub</p> <p>120 hung</p> <p>310 ItsaCheckmate</p> <p>203 Lathrop GPM</p>	<p>423 Lunchbox</p> <p>317 Marqii</p> <p>306 Monroe Moxness Berg</p> <p>200 Nextbite</p> <p>302 NovaDine</p> <p>220 Omnivore</p> <p>313 OrderB4</p> <p>219 Orders.co</p> <p>421 Ovation</p> <p>417 PAR</p> <p>114 PlatformsIntelligence</p> <p>112 Purell</p> <p>314 Qu</p> <p>205 RMDA</p> <p>207 RoadPilot</p> <p>415 Rosnet</p> <p>111 Sauce Pricing</p> <p>304 SendBird</p> <p>215 SevenRooms</p> <p>321 Snackpass</p> <p>412 Social Mobile</p> <p>100 TechRyde</p> <p>122 Thanx</p> <p>217 The On Demand Co.</p> <p>105 Thermonator Holdings</p> <p>202 Tillster</p> <p>221 Uber Eats</p> <p>320 Virtual Dining Concepts</p> <p>103 Virturant</p> <p>212 Waitr</p> <p>414 Wisely</p> <p>113 Wobot Intelligence</p> <p>213 Woolpert</p> <p>418 Yumpingo</p>
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