



### **Selected Experience in the Fast Food and Restaurant Industry**

- Conducted two focus groups to taste test a series of breakfast sandwiches.
- Conducted a global menu change study in over 14 countries covering Western, Central and Eastern Europe, Asia and Latin America
- Conducted a market feasibility study for site locations in select countries in Asia and in the Middle East
- Conducted a site location study in Greece, Jakarta, Indonesia and in Manila, Philippines for the potential for fast food outlets
- Conducted a competitive intelligence study for a fast food chain in Mexico
- Conducted several site selection studies for a fast food chain in Mexico
- Conducted intercepts of consumers at Burger King locations to determine their level of satisfaction with the service at specific locations in Indiana
- Conducted focus groups with children to determine promotional items for a fast food chain
- Conducted a study for spending on information technology in the food and fast food industry
- Conducted focus groups in the Middle East to determine menu change for a fast food firm
- Conducted focus groups in over 14 countries to determine a global advertising campaign
- Snack food desk research study
- Conducted a focus group for smoothie consumers in LA and NY
- Conducted a qualitative study testing new menu concepts for fast food in three different markets
- Conducted a research project on crisp/chips and focus on brand positioning and brand lines.

- Conducted a research study regarding Danish cheese
- Conducted a research study regarding the chewing gum market
- Conducted focus group with Russian immigrants in the U.S. regarding soft drinks
- Conducted a research study to find out the successfulness of Korean Food Fairs
- Conducted a quantitative research study to understand the satisfaction and willingness regarding a major coffee brand

### **Sampling of Current and Past Clients**

- Burger King
- Carlson Restaurants
- Kentucky Fried Chicken
- McDonald's
- TGI Fridays
- Wendy's
- White Castle
- Amitt Company
- Lavazza