October 14-16, 2019
Sheraton Denver Downtown
Denver, Colorado • #MUFSO

Leaders Connect Ideas Emerge Partnerships Advance

MUFSO
October 14-16, 2019
Sheraton Denver Downtown
Denver, Colorado • #MUFSO

Event Details Inside
World Class Keynote Gary Vaynerchuk
Gain the cutting-edge insights to remain competitive.

Education for Restaurant Operators
Relevant and timely education tailored to you.

Taste of Denver
Taste signature dishes and cocktails from the vibrant Denver culinary scene at this fun Welcome Party.

Menu Insights & Innovation
Enjoy best-in-class cooking demos and education for culinary Research & Development executives.

All Things CBD
What you need to know about this emerging menu trend.

Industry Celebrations
Be inspired by the Hot Concepts, Golden Chain and Norman Award winners.
# Schedule

## Sunday, October 13
- **11:30 AM – 6:00 PM** Menu Insights & Innovation

## Monday, October 14
- **8:00 AM – 2:00 PM** Menu Insights & Innovation
- **10:00 AM – 7:00 PM** Registration
- **11:30 AM – 3:00 PM** From Plant to Table: Off-Site CBD Tours  
  [LIMITED SIGN UP]
- **12:00 PM – 2:30 PM** Luncheon @ Supplier Showcase
- **12:00 PM – 5:30 PM** Supplier Showcase
- **1:00 PM – 3:50 PM** Lightning Keynotes
- **4:30 PM – 5:30 PM** Happy Hour Cocktail Reception  
  @ Supplier Showcase
- **5:30 PM – 7:00 PM** Taste of Denver Welcome Reception
- **7:30 PM – 9:30 PM** MUFSO Meet Ups  
  [LIMITED SIGN UP]

## Tuesday, October 15
- **7:00 AM – 7:00 PM** Registration
- **7:00 AM – 8:00 AM** Breakfast
- **8:00 AM – 9:30 AM** Award-winning CEO Panel
- **9:30 AM – 9:45 AM** Texas Pete® Kitchen Hero Cook-off  
  Winner Presentation
- **10:00 AM – 11:15 AM** Keynote: Gary Vaynerchuk  
  “The Thank You Economy”
- **11:15 AM – 1:30 PM** Luncheon @ Supplier Showcase
- **12:00 PM – 1:20 PM** Lightning Keynotes
- **1:45 PM – 5:30 PM** Conference Track Sessions
- **6:00 PM – 7:00 PM** Hot Concepts Celebration & Dine-around Cocktail Reception
- **7:00 PM – 9:00 PM** Industry Awards Celebration & Seated Dinner
- **9:00 PM – 10:00 PM** Dessert Reception

## Wednesday, October 16
- **8:00 AM – 8:15 AM** MUFSO Highlights
- **8:15 AM – 9:15 AM** Keynote: Igor Liskovets & Cedric Dupont  
  “How to Win the Consumer Journey”
- **9:15 AM – 9:45 AM** Networking Break
- **9:45 AM – 11:00 AM** Keynote: Jack Li  
  “New Trends for the Next Gen Consumer”

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**VIEW FULL AGENDA ON MUFSO.COM**

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**VISIT MUFSO.COM**  
**REGISTER NOW!**
Keynotes

Gary Vaynerchuk
Investor, serial entrepreneur and New York Times best-selling author
The Thank You Economy
Tuesday, October 15 • 10:00 am – 11:15 am
Meet & Greet: 11:30 am – 12:00 pm

In his session, Gary Vaynerchuk teaches entrepreneurs how to take advantage of the current business environment, while also preparing them to succeed as it changes and evolves into what he’s termed “The Thank You Economy.”

Jack Li
Datassential
Haiku Master
New Trends for the Next Gen Consumer
Wednesday, October 16
9:45 am – 11:00 am

In this session, Datassential stitches together a complex network of next generation trends into simple big picture insights around health, flavor, and consumer values - and what it all means for your brand. You’ll discover the invisible road that consumers are already on, and how to align your business with that destination.

Sponsored by MomentFeed

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How to Win the Consumer Journey
3 New Ways to Get Customers Through Your Doors

Wednesday, October 16 | 8:15 am – 9:15 am

In this session, you’ll get:
• Key business takeaways from the latest Google research into the evolving consumer journey that will be unveiled for the first time at MUFSO.
• A deep dive into three critical steps that will help restaurants win the consumer journey and solve the most pressing challenges facing the industry today to help brands continue driving guest traffic.
• A look at the marketing innovations and technology that will prepare your business for what’s ahead.

Cedric Dupont
Director of Product Management, Local Ads, Google

Igor Liskovets
Director of Global Online to Offline Advertising Solutions, Google

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Leaders Connect

Industry Titans
2019 Nation’s Restaurant News Golden Chain & Norman Award Winners

Award-winning CEO Panel
Hear from this year’s winners
Tuesday | 8:00 AM - 9:30 AM

Industry Awards Celebration Dinner and Dessert Reception
Join the party
Tuesday | 7:00 PM - 10:00 PM

Sponsored by CardFree

Sponsored by PepsiCo foodservice

GOLDEN CHAIN HONOREES

Liz Smith
Executive Chairman
Bloomin’ Brands

Tim McEnery
Founder & CEO
Cooper’s Hawk Winery

Sam Fox
Founder & CEO
Fox Restaurant Concepts

Scott Svenson
Founder & CEO
MOD Pizza

Julie Masino
President
Taco Bell

Alice Elliot
Founder and CEO
The Elliot Group

Norman Award
Emerge

2019 Hot Concepts Winners
The Next Big Concepts

Sponsored by

Super Session: Hot Concepts Winners: The DNA of a Successful Emerging Brand
Tuesday | 1:45 PM - 2:45 PM

A Taste of What’s Hot: Featuring the 2019 NRN Hot Concept Honorees
Tuesday | 6:00 PM - 7:00 PM
MUFSO is where the industry connects. Check out the many opportunities designed for you to develop meaningful partnerships at MUFSO.
**The CBD Immersion**

**CBD Tour: From Plant to Table: Off-Site Tours**
Add on to your MUFSO registration – limited availability
Monday | 11:30 AM - 3:00 PM
NRN and Datassential are teaming-up on this tour providing first-hand information for restaurant operators on how CBD and Cannabis are produced for foodservice consumption, as well as, in-depth insight from restaurant operators who are already serving up CBD infused food and beverages to their customers.

Pre-registration is required and limited to 50 people. Add on during your MUFSO registration. Tour registration is for restaurant operators only.

**Super Session: CBD Primer for Restaurants**
Tuesday | 4:30 PM - 5:30 PM
Everything you need to know about cannabis, CBD and marijuana trends, including the state-by-state regulations, the risk management concerns, and how to do CBD-infused menus right. Make sure you get in front of this rapidly evolving trend. Join NRN and Kelley Fechner, Datassential, Director Customer Solutions, for this in-depth session.

GET MORE INFO AND REGISTER ON MUFSO.COM
All About the Menu

Nation's Restaurant News and Datassential have teamed up to present Menu Insights & Innovation at the Metropolitan State University October 13-14, 2019. Co-located with MUFSON, this program delivers strategic insights that are actionable for future direction in menu development.

This program is designed for menu development and R&D executives from all segments of foodservice. This is where you will get the most comprehensive and reliable consumer trend intelligence and analysis available and get the opportunity to apply them in the kitchen and get feedback from consumers, literally overnight!

Registration is limited to the first 75 qualified* attendees.

Datassentials Insights
Food trends will be brought to life with a keynote from Marie Molde, MBA, RD of Datassential; a series of Menu Innovation presentations; cooking demonstrations and tastings designed to inspire menu development executives with new ideas to use in the kitchen.

Everything is Included
Includes workshop, one breakfast, two lunches and one networking reception. Transportation to and from the Sheraton Denver Downtown to the workshop at Metropolitan State University. LTOs Done Right, Menu Innovation Hands-on Workshops and more.

Premium Networking
Registration is limited to 75 R&D executives from chain restaurant concepts of all size (emerging growth, regional, mid-size and large chains). The workshop will consist of an intimate group of peers in your industry for an unparalleled networking experience.

*Registration is limited to the first 75 qualified attendees.

Sponsored by NMDA New Mexico Department of Agriculture
Ventura Foods

GET MORE INFO
AND REGISTER ON MUFSO.COM

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Education for Restaurant Operators:
Data driven, creative and timely education tailored to you.

Powered by Nation's Restaurant News
The Best Source for Top-to-Top Learning

Education sessions on F&B Innovation, Marketing, Workforce, Operations & Tech

MUFSO is the only conference where the content is curated by Nation's Restaurant News and top leaders in the restaurant industry. This year’s line up of conference sessions are designed to help move your business forward.

Thank you to our partners for contributing to our conference sessions:

VIEW FULL AGENDA ON MUFSO.COM

TUESDAY, OCTOBER 15

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<td>1:45 pm – 2:45 pm</td>
<td>Building Relevant Menus for Tomorrow’s Consumer Demographics</td>
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<td>Offering What Employees Really Want</td>
<td>Getting to a Win-Win with Your POS: How to Surprise Operators and Guests Alike</td>
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<td>3:15 pm – 4:15 pm</td>
<td>How to Craft Menus for Delivery and Off-Premise</td>
<td>Converting Loyalty Programs Into Revenue</td>
<td>Making the Gig Economy Work for the Restaurant Workforce</td>
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<td>4:15 pm – 4:30 pm</td>
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<td>4:30 pm – 5:30 pm</td>
<td>5 Drink Trends to Watch</td>
<td>Selling Surge Menu Pricing</td>
<td>5 Ways to Handle Rising Wages: How to Stay Competitive and Maintain Margins</td>
<td>Automation: How Digital Labor Technologies can Help Guests and Operators</td>
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VISIT MUFSO.COM

REGISTER NOW!
New in 2019: Lightning Keynotes

Get the insights you need from case studies, federal regulations, consumer research and more from the industry partners who are changing the way we do business. These lightning keynotes pack a lot of information into 20 minute sessions. Hear from industry experts on hot topics in a quick format with the opportunity to connect after the session.

**MONDAY, OCTOBER 14**

1:00 PM – 1:20 PM  Increasing Same-Store Sales Through Localized Video Advertising

1:30 PM – 1:50 PM  Protect Your Brand from Food Safety Issues

2:00 PM – 2:20 PM  Spirit of Innovation – Partnering for Differentiation in Commercial Foodservice

2:30 PM – 2:50 PM  Getting to Zero Waste: Can it be Done?

3:00 PM – 3:20 PM  Dodge, Dip, Duck, Dive, Dodge: Avoiding Joint Employer Status

3:30 PM – 3:50 PM  Your Table Tents Suck: Modernizing In-venue Engagement

**TUESDAY, OCTOBER 14**

12:00 PM – 12:20 PM  The Intersection of Culture & Food

12:30 PM – 12:50 PM  Personalization and the Guest Journey

1:00 PM – 1:20 PM  Future of Restaurant Technology: Frictionless Ordering
Supplier Showcase
Meet with the industry partners you need to succeed today.
EXHIBITOR LIST ON PAGE 14

MUFSO Meet-ups
Sign-up for limited seating dinners to connect with MUFSO attendees at restaurants outside the conference hotel.
SIGN-UP WHEN YOU REGISTER FOR MUFSO

Networking Breaks
Take a break, stretch your legs and meet new people!

Breakfast
Start your day by connecting with new contacts.

Participating restaurants:

Sponsored by:

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Dine-around on food and drinks from local restaurants while you network with your industry peers.

Participating restaurants:
MUFSO brings together the leaders of the largest, established restaurant operators, the emerging concepts, and everyone in between. It’s a one-of-a-kind networking experience for the restaurant industry.
Coming soon – our 2019 Texas Pete® Kitchen Hero Cook-off competitors will be announced.

Check out highlights from the 2018 Cook-Off!
### The Partners You Need to Succeed

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**Exhibitor list as of 8-14-19**

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**Interested in Exhibiting & Sponsorship?**

Janet McIlverty

janet.mcilverty@informa.com

732-530-2995

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What our Attendees Say...

“MUFSO means to me... Inspiration... the best people in the business doing the coolest things in the restaurant world.”

Brian Ingram, Chief Development Officer
Williston Holding Co.

“Anytime you can feed off the best brains in the restaurant business, you’re not doing too bad.”

Jennifer Eubanks, Managing Partner
Longhorn Steakhouse

“I'm looking forward to the opportunity to spend time in the future, looking at all the exciting innovation happening in the industry.”

Frances Allen, CEO
Boston Market

“Iron sharpens iron. We want to be here to learn from other restaurant operators, multi-unit operators, and folks that are really entrenched for a long time in the restaurant industry.”

James Powers, Executive Vice President
Ablak Holdings

“You can connect on a different level - grabbing a drink with somebody. You don’t even know what your similarities are or what you can offer each other so that means a lot.”

Lauren Silberman, Equity Research Analyst
Credit-Suisse
Join us…

MUFSO

Sarah Lockyer
NRN Group Publisher

Jenna Telesca
NRN Editor-in-Chief

Bret Thorn
NRN Senior Editor

Ron Ruggless
NRN Senior Editor

David Boenninghausen
CEO
Noodles & Company

Alice Elliot
Founder
The Elliot Group

Kelley Fechner
Director
Customer Solutions
Datassential

Andrea Hoover
Beverage Director
Cameron Mitchell
Restaurants

Nancy Kruse
President
The Kruse Company

Kim Lopdrup
CEO
Red Lobster

Kelli Valade
CEO
TDn2K

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REGISTER NOW!
Come for MUFSO and enjoy everything Denver has to offer!

Situated in the heart of the city, Sheraton Denver Downtown Hotel gives travelers easy access to the best of the Denver. Ideally located on the popular 16th Street Mall, a mile-long pedestrian promenade brimming with shopping, dining, nightlife and entertainment, our hotel places the city at your fingertips.

Conference Location
Sheraton Denver Downtown
1550 Court Place • Denver, Colorado 80202

Rate
$249/night • Deadline: September 20, 2019

Airport
Denver International Airport (DEN)

Questions? custserv.mufso@informa.com • 866-458-4935 (option 3)