

FOODSERVICE DIRECTOR

March 2004

To: Sample reader

Fax: 123-456-7890

From: VNU – Research Director

Dear Research Advisory Panel Member,

FSD is interested in better understanding menu development, staffing and production in your operation. The results of this survey will be presented at the MenuDirections Conference sponsored by FoodService Director magazine in Baltimore on March 28-30, 2004. Please take a few minutes from your busy schedule to answer the questions below and fax it back to us at your earliest convenience. Thank you for your continued participation!

Second Request
If you've already responded, thank you! If not, please take the time to complete it now.

1. Is your operation currently on a menu cycle?
 No – SKIP TO QUESTION 3 Yes → How long is the cycle? _____

2. Do you expect your menu cycle to change in the next 12 months? Yes No
 2a. Why do you or don't you expect your menu cycle to change? _____

3. From which of the following sources do you learn about new menu concepts/offerings? (Choose all that apply)
 Casual/family restaurants Chef associations Focus groups
 Non-commercial peers Quick-service concepts Trade magazines
 Trade shows/conferences Other (please specify): _____

4. Which "new ethnic" cuisines are you currently offering in your operation? (Choose all that apply)
5. Which "new ethnic" cuisines do you plan on offering in the next 12 months? (Choose all that apply)

<u>Cuisine</u>	4. Currently <u>Offer</u>	5. Plan to <u>Offer</u>
Cuban	<input type="checkbox"/>	<input type="checkbox"/>
Jamaican	<input type="checkbox"/>	<input type="checkbox"/>
Korean	<input type="checkbox"/>	<input type="checkbox"/>
Mandarin	<input type="checkbox"/>	<input type="checkbox"/>
Mediterranean	<input type="checkbox"/>	<input type="checkbox"/>
Middle Eastern	<input type="checkbox"/>	<input type="checkbox"/>
Moroccan	<input type="checkbox"/>	<input type="checkbox"/>
Nuevo Latino	<input type="checkbox"/>	<input type="checkbox"/>
Scandinavian	<input type="checkbox"/>	<input type="checkbox"/>
Thai	<input type="checkbox"/>	<input type="checkbox"/>
Vietnamese	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>

6. What percent of your meal volume was “new” ethnic a year ago and what percent is currently “new” ethnic?
 Percent ethnic year ago _____% Percent currently ethnic _____%

7. In the next 12 months, do you expect your “new” ethnic meal volume to increase, decrease or stay the same?
 Increase Decrease Stay the same

8. What are the issues, concerns or challenges associated with preparing and serving ethnic foods?

9. Which of the following staff do you employ in your operation? (Choose all that apply)
 Executive chef Director, culinary development Sous chef
 Pastry chef Director, culinary training

10. Which of the following culinary training opportunities do you provide? (Choose all that apply)
 Send staff to institutes, schools, academies Participate in chef competitions
 Invite culinary training professionals to visit my location Attend conferences and trade shows
 Other (Please specify): _____

11. Which of the following methods do you use in meal production? (Choose all that apply)
 Scratch Cook/Chill Use of prepared entrees Use of prepared ingredients/meal components

12. How effective are each of the following elements in increasing staff productivity and worker yield? Please rate on a 6-point scale where 6 is Extremely Effective and 1 is Not at all Effective.

	<u>Extremely Effective</u>				<u>Not at all Effective</u>	
Prepared entrees, breakfast items, desserts	6	5	4	3	2	1
Prepared ingredients/meal components	6	5	4	3	2	1
Electronic commerce	6	5	4	3	2	1
Automated inventory	6	5	4	3	2	1
Cook-chill prep	6	5	4	3	2	1
Cashless payment systems	6	5	4	3	2	1
Online monitoring (holding carts, ovens, freezers)	6	5	4	3	2	1

13. Do you add any ingredients or topping to prepared products to create your own “signature” item/dish?
 Yes No

14. Please give two examples of “signature” items/dishes you create in your operation from prepared products.
 a. _____
 b. _____

Please fax completed survey to 646-654-7441 or 646-654-7440.
 Thank you!