



Craveability – Flavor insights aside, this one simple, yet complex word can be the connection that differentiates YOUR CONCEPT from the competition.

It has greater currency today, given the influence of social media & increasingly discerning consumer palate. Hence, the need to capitalize on Craveability across the board; so it becomes part of your business development strategy, marketing strategy, culinary strategy, menu development, overall messaging, and promotions.

This session explores the building blocks of Craveability, breaking down the influences and then translating this into applicable and actionable takeaways such as Messaging Cues (operator & consumer driven); Menu Verbiage; Visual Appeal; Food & Beverage operations; Flavor Drivers & Cross utilization of existing menu equity.