

Leaders
Connect
Ideas
Emerge
Partnerships
Advance

MUFSO

October 14-16, 2019
Sheraton Denver Downtown
Denver, Colorado • [#MUFSO](#)

Powered by
*Nation's
Restaurant News*



Highlights



Schedule



SUNDAY, OCTOBER 13

11:30 AM - 6:00 PM	Menu Insights & Innovation
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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	MUFSSO 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	Keynot: 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	MUFSSO Highlights
8:15 AM - 9:15 AM	Keynote
9:15 AM - 9:45 AM	Networking Break
9:45 AM - 11:00 AM	Keynote: Jack Li "New Trends for the Next Gen Consumer"



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."

Sponsored by  **MomentFeed**



Jack Li

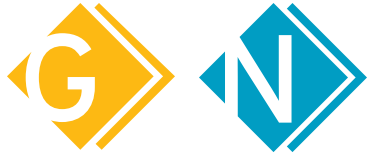
Datassential
Haiku Master

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.

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

Sponsored by  CardFree

Industry Awards Celebration Dinner and Dessert Reception

Join the party
Tuesday | 7:00 PM - 10:00 PM

Sponsored by 

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

NORMAN AWARD



Alice Elliot
Founder and CEO
The Elliot Group

Ideas Emerge



2019 Hot Concepts Winners
The Next Big Concepts

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**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



&pizza



**Mulberry
& Vine** EAT CLEAN



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*MUFSO is where the industry connects.
Check out the many opportunities
designed for you to develop meaningful
partnerships at MUFSO.*

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The CBD Immersion



CBD Tour: From Plant to Table: Off-Site Tours

Add on to your MUFSSO 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 MUFSSO 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.

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*Nation's
Restaurant News*

 **DATASSENTIAL**
FOOD WITH A STORY

R&D focus

MENU INSIGHTS & INNOVATION

Presented by *Nation's Restaurant News* with  **DATASSENTIAL**
FOOD WITH A STORY

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 MUFSSO, this program delivers strategic insights that are actionable for future direction in menu development.

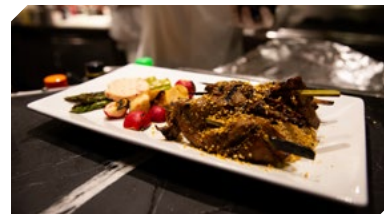
This program is designed for menu development and R&D executives from all segments of foodservice. This is where you will get the most comprehensive and reliable consumer trend intelligence and analysis available and get the opportunity to apply them in the kitchen and get feedback from consumers, literally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

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MUFSO 

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

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Restaurant News*

Conference



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:









TUESDAY, OCTOBER 15

	F&B Innovation	Marketing	Workforce	Operations & Tech	Super Sessions
1:45 pm - 2:45 pm	Building Relevant Menus for Tomorrow's Consumer Demographics	Social Media Matters: How to Find, Leverage and Win with Influencers	Offering What Employees Really Want	Getting to a Win-Win with Your POS: How to Surprise Operators and Guests Alike	Hot Concepts Winners: The DNA of a Successful Emerging Brand
2:45 pm - 3:15 pm	Networking Break - Sponsored by Royal Cup Coffee & Tea				
3:15 pm - 4:15 pm	How to Craft Menus for Delivery and Off-Premise	Converting Loyalty Programs Into Revenue	Making the Gig Economy Work for the Restaurant Workforce	Solving the Mobile Guest Experience	State of the Industry
4:15 pm - 4:30 pm	Networking Break - Sponsored by Royal Cup Coffee & Tea				
4:30 pm - 5:30 pm	5 Drink Trends to Watch	Selling Surge Menu Pricing	5 Ways to Handle Rising Wages: How to Stay Competitive and Maintain Margins	Automation: How Digital Labor Technologies can Help Guests and Operators	CBD Primer for Restaurants

Lightning Keynotes






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	

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.

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	

Partnerships Advance



Sponsored by:
SEVENROOMS

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



Sponsored by:



Networking Breaks

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



Sponsored by:



Breakfast

Start your day by connecting with new contacts.



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

Participating restaurants:



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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.



TEXAS PETE KITCHEN HERO COOK-OFF

Benefiting  **NOKID
HUNGRY**

Coming soon - our 2019 Texas Pete® Kitchen Hero Cook-off competitors will be announced.



Check out highlights from the 2018 Cook-Off!

Supplier Showcase



The Partners You Need to Succeed

COMPANY	BOOTH	COMPANY	BOOTH	COMPANY	BOOTH
Appetize Technologies Inc.....	404	fairlife, LLC	228	Mrs. T's Pierogies.....	428
ArrowStream.....	420	FLAT Tech Inc.	311	New Mexico Department of Agriculture.....	128
Bite Kiosk.....	320	Follow Your Heart	217	New Mexico Green Chile Co.....	207
Blue Diamond Growers.....	209	Fuji Plant Protein Labs.....	203	Nielsen-Massey Vanillas	204
BrucePac.....	309	Georgia Pacific Professional.....	122	NorQuin Northern Quinoa	113
Burriss Logistics.....	210	Giovanni Rana Pasta	412	OpenTable.....	110
California Milk Advisory Board	202	GoGo Squeeze.....	305	Oregon Potato Company.....	107
CardFree.....	229	GT's Kombucha.....	125	Papadopoulos Properties, Inc.....	211
Carlisle FoodService Products.....	324	Harvest of the Sea.....	127	PlayerLync.....	117
CAULIPOWER.....	301	Henny Penny.....	124	Proliant.....	119
Chain Store Guide.....	108	Hoshizaki America.....	216	QU	413
Compaction Technologies.....	408	Intouch Insight.....	306	R.L. Schreiber Inc.....	213
Copesan.....	319	J&J Snack Foods Corp.....	402	Rational USA	225
Culinary ID Bands	105	Jarritos Soft Drinks.....	200	Red Gold LLC	317
Culinary Software Services	307	Javo Beverage Company	403	Restaurant365.....	323
Daisy Brand	422	JIFFY Foodservice, LLC.....	304	Robert Skorr Products, LLC	212
Daiya Foods, Inc.....	101	Johnson Controls.....	218	Royal Cup Coffee and Tea.....	400
Dan's Prize.....	325	Jones Dairy Farm.....	114	SAMPCo/JBS Imports	206
Diamond Foods.....	223	Karcher North America Inc	129	Shift Pixy.....	316
Ecolab	106	Kitchens Anywhere	418	Shift4 Payments.....	103
English Manufacturing.....	310	Koala Kare Products.....	313	Silver Hills.....	219
Exponential	302	L.H. Hayward & Co, LLC.....	424	Simplot	208
EyeSucceed	326	LTI (Low Temp Industries).....	329	Snag	300
Fabri-Kal Corporation.....	109	Maple Leaf Farms.....	121		

Exhibitor list as of 8-14-19

COMPANY	BOOTH
STRATACACHE	328
StratEx.....	406
Strauss Brands	205
Sugar Foods	430
Sugardale.....	303
Sunberry Farms.....	226
TalentReef.....	308
Texas Pete.....	100
The Wasserstrom Company.....	322
The Wikki Stix Co.....	112
Ukrop's Threads	111
Ultra Orange Foods.....	321
UPShow	405
Valyant AI.....	123
Ventura Foods.....	201
WastePlace	318
Welcome Dairy.....	312
Whole Fresh Foods.....	116
Wild Planet Foods	410
World Centric	220
Young Guns Produce.....	416



Testimonials



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...



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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



MUFSO

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

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)