



RESTAURANT CONSUMER CONFIDENCE INDEX

BELLWETHER FOOD GROUP, Inc.

DATE: January 2017
TO: Clients, Colleagues & Friends
FROM: Bellwether Food Group
RE: Restaurant Consumer Confidence Index Launch

Announcement

Bellwether Food Group presented a summary of the first edition of the Restaurant Consumer Confidence Index Report last November at the Restaurant Finance & Development Conference. The report was developed based on a survey conducted in conjunction with Professor W. Michael Lynn, the Burton M. Sack '61 Professor in Food and Beverage in Food and Beverage Management, at the Cornell University School of Hotel Administration, and Editor of the Cornell Hospitality Quarterly (CQ).

The survey was initiated in October 2016, will be conducted and updated quarterly beginning in 2017 and will include quarter to quarter analysis and comparisons on each of the key topics. The true value of the research comes from the identification of changes in consumer confidence over time, and behaviors associated with that confidence.

Annual subscriptions are available to chain restaurant operators, financial services professionals and industry suppliers for \$1,895. For further information, or a complete copy of the first report, please contact Mac Brand, at 773-255-6466, or mbrand@bellwetherfoodgroup.com

Founded in 2007, Bellwether Food Group is best known for its Restaurant Brand Architecture work for Chain Restaurants, growth strategy and professional sales skill development work for manufacturers, and pre-acquisition due diligence work for private equity firms who invest in restaurants or other retail businesses.

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