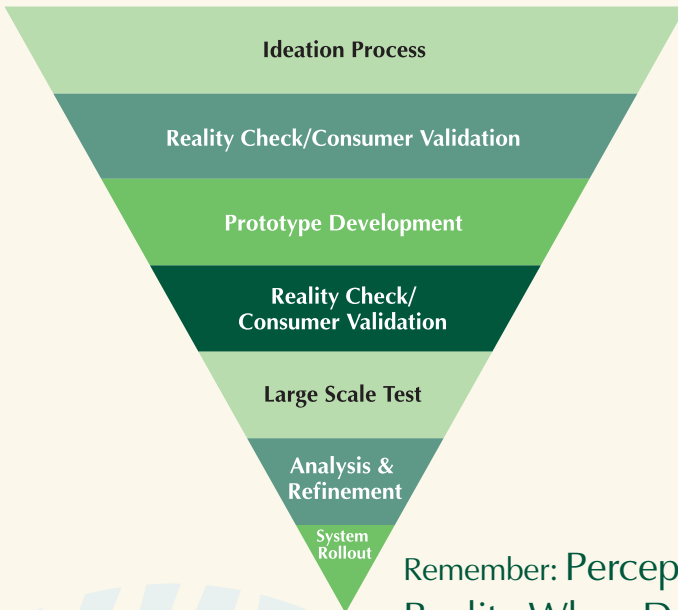


**Looking for a better way to take your food from concept to launch? CDM<sup>2</sup> is a gold standard development protocol incorporating industry-proven best practices.**

The CDM<sup>2</sup> methodology strategically develops and refines food and marketing communications as an integrated credible branded product.

The CDM<sup>2</sup> process provides a series of checks and balances based on your creative food and marketing concepts — which is validated immediately against consumers' acceptance, from ideation to market launch. You minimize risk and obtain clear results in a very proactive and cost effective fashion.

- Food in conjunction with marketing is the key driver of your brand and your business.
- The consumer is the key driver of your innovation and development.
- The creative food and marketing process is integrated into a unified seamless function.
- Brand and market share are taken to higher levels by marketing new food designed around new creative, and new creative designed around new food.



**Remember: Perception is Reality When Dealing with Consumers, and Positive Consumer Perception Results in Positive Comp Sales!**

Focus On Food seamlessly melds the disciplines of Consumer Research, Menu Marketing, Culinary Arts, Restaurant Operations, Food Science and Food Manufacturing into an inter-related array of services, for efficient and effective strategy. Focus On Food serves as a unique, all-in-one resource combining product development and refinement expertise with consumer research expertise: the Culinologists who do Research!

