



QUISINE ANALYTICS

Where Data Meets Delicious

Food Festival, Montreal 2025

Company Overview



- Founded: In Val-d'Or, Quebec
- Expansion: 84 locations across Quebec and Ontario
- Fresh and ethically sourced produce
- Known for bold experiments like poutine-flavored ice cream and real-time feedback integration
- **Unique Selling Proposition:** Integration of data analytics with culinary arts to enhance customer experience and operational efficiency



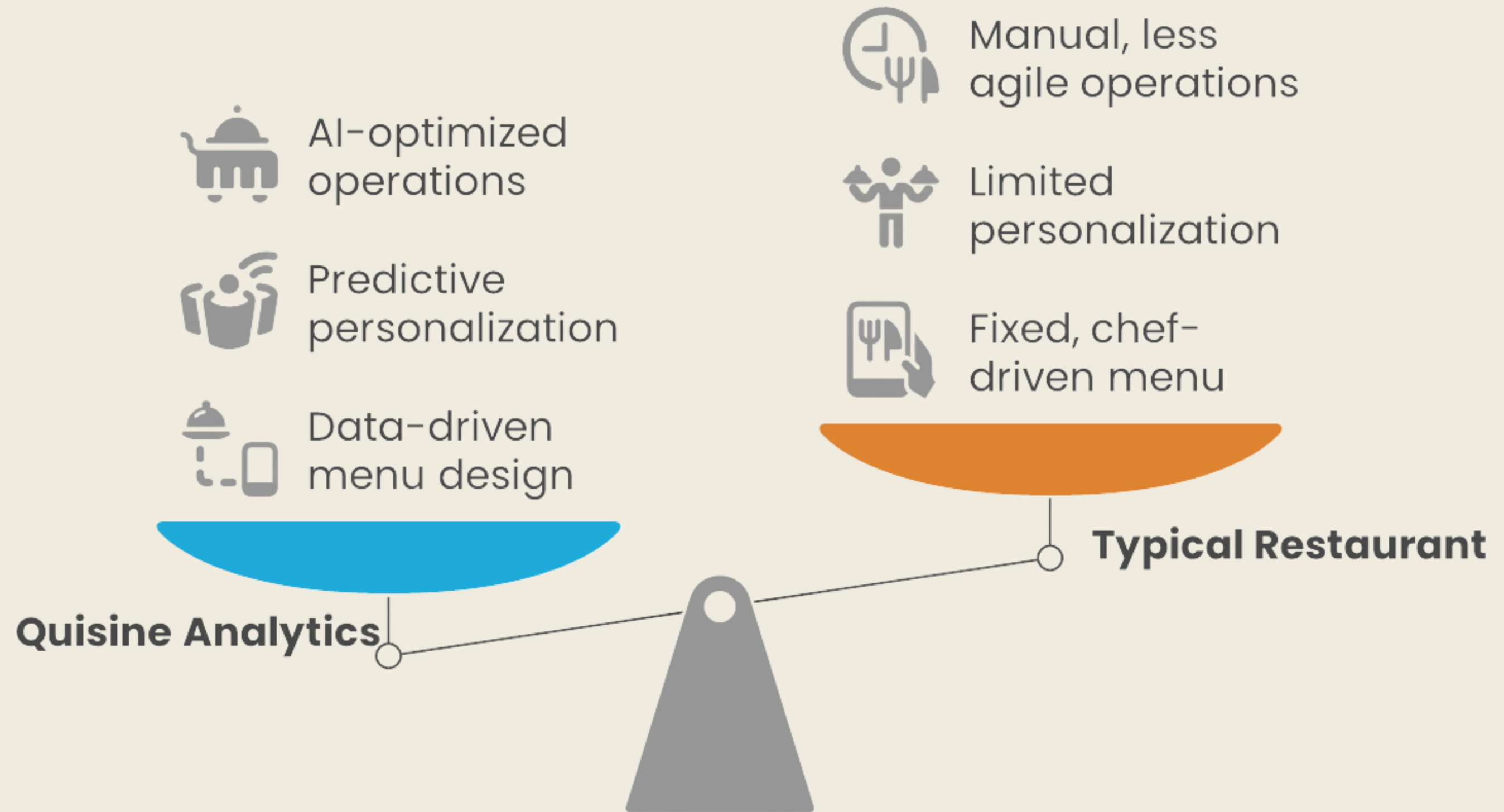
MISSION STATEMENT

To revolutionize the dining experience by leveraging data-driven insights for innovative gastronomy

Data-Driven Operational Framework



Quisine Analytics vs Typical Restaurant



Comparison of Quisine Analytics' innovative approach with traditional restaurant practices.

Current Business Performance



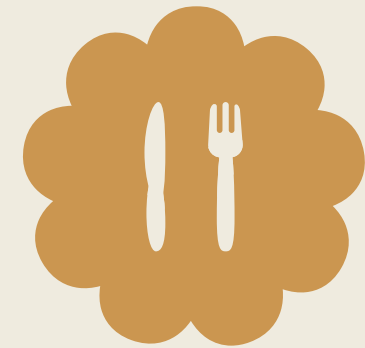
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Customer Satisfaction Score



\$ 47

Average Customer Spend



15 minutes

Table Turnover Rate

Market Landscape: Quebec and Ontario

Economical Overview:

- Ontario and Quebec are Canada's leading provinces in food festival sales with Ontario experiencing a 4.3% increase and Quebec a 3.6% rise in 2024.

Consumer Trends:

- 76% adults prefer restaurants with locally sourced ingredients.
- 30% are more likely to visit establishment offering environmentally friendly food option.

Digital Engagement:

- 79% of diners check the menus online before visiting the restaurants.
- Digital presence significantly influence dining choices.



Food Festival Participation Strategy



Interactive Booth & Engagement Activities

- Real-time feedback and analytics displays.
- Festival attendees vote on dish variations via app/kiosk to boost participation
- Interactive quizzes and feedback stations.
- Digital kiosks for personalized menu recommendations.
- Stream festival hashtags, live reviews, and mentions to generate community buzz

Collaborations

- Partner with local suppliers to highlight sustainable sourcing practices.

Promotional Campaigns

- Utilize social media and digital platforms for pre- and post-event engagement



Team Integration Plan

Cross Functional Collaboration

| | |
|---------|---|
| Bob | Ensures fresh, ethical sourcing & smooth supply flow |
| Alice | Crafts innovative dishes aligned with customer trends |
| Eve | Drives digital engagement & real-time tracking |
| Charlie | Gathers guest feedback and deliver exceptional customer service |

Integration Tactics

Daily Syncs

Quick stand-ups to align on insights & updates

Live Dashboards:

Real-time feedback shared across the team

Feedback Loop

Insights → Immediate service/menu adjustments

Strategic Impact of Festival Participation

Increase Brand Awareness

Exposure to thousands of local and international foodies, media, and industry professionals.

Boost Customer Engagement

Quizzes, tastings, and live menu curation enable high-touch memorable interactions.

Drive Revenue Growth

High-traffic booth + 15-min turnover × \$47 avg. spend = strong revenue potential.

Expand Market Presence

Test appeal in multicultural Montreal—ideal for future growth beyond Val-d’Or, Quebec, and Ontario.

Showcase Innovation

Live demonstration of our data-powered culinary model in a competitive, prestigious setting.

Collect Actionable Insights

Real-time data from guest interactions to improve products, marketing, and service.

Strategic Partnership

Build relationships with chefs, suppliers, and tech partners aligned with our values.



Conclusion

Our participation in the Montreal Food Festival is a strategic move to:

- Enhance brand visibility
- Engage with a broader customer base
- Showcase our innovation in real time
- Collect valuable insights for future growth

The Opportunity Ahead

With a cross-functional team, data-driven strategy, and bold vision, we are poised to:

- Deliver a memorable festival experience
- Solidify our reputation as a pioneer in smart gastronomy
- Drive long-term success across Quebec, Ontario, and beyond

Let's turn every data point into a delicious story.



Thank You For
Your Attention
