

2023

# The Food Institute Advisory Group

Corporate Strategy  
Consumer Insights  
Industry Market Research  
Investment Due Diligence



# About

The Food Institute is the preferred single source of reliable information for key decision makers in the food industry. With a farm to fork reach since 1928, the information service provider publishes business news, trends and data for its global readership. Through its daily e-news alerts, biweekly reports and other industry resources, members receive insight quick enough to respond to real-time issues and opportunities in the marketplace.



# Membership



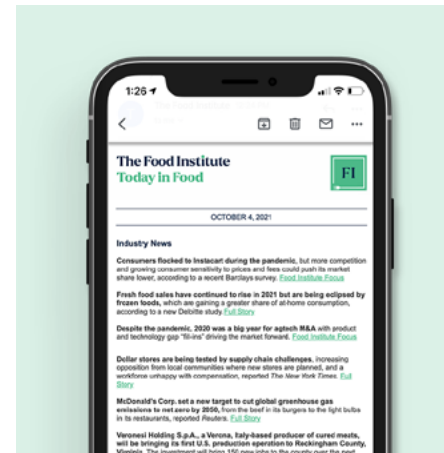
## The Food Institute Report

Monthly reports highlighting the most important industry news and trends



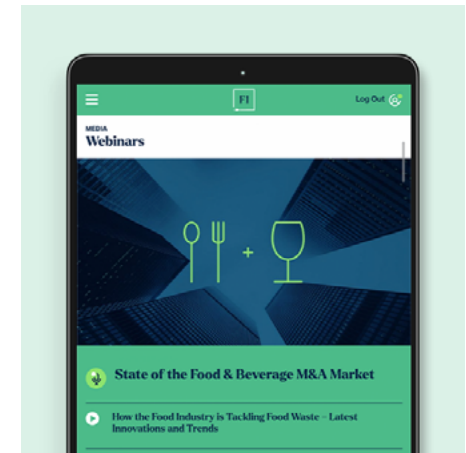
## Online Portal

Research library on your desktop available anytime



## Today In Food

E-newsletter delivered to your inbox daily



## Events and Reports

Monthly and annual webinars, seminars and industry reports



## Types of Analyses

- **Trend Analysis**
  - General Food Market Trends
  - Category Trends
  - Product Trends
  - Market Projections
  - Consumer Insights
- **Category / Segment Analysis (examples)**
  - Fresh Meat
  - Dairy
  - Specialty Food
  - Plant-based
- **Industry Analysis**
  - Food Manufacturers
  - Foodservice Operators
  - Food Retailers
  - Food Importers

# Industry Market Research

## Overview

Understanding the food & beverage (F&B) market is the first step in putting together a company's go-to-market plan. The Food Institute's Advisory Group provides in-depth market research to help management teams evaluate the short and long-term prospects of

a F&B product or category. Whether evaluating a company's existing portfolio of products, or analyzing the potential of a new product, Food Institute's Advisory Group can help bring commercial insights to help companies maximize revenue and profit.



# Investment Due Diligence

## Overview

The Food Institute has been analyzing the food & beverage industry since 1928, and therefore has a unique perspective into the major trends impacting the food & beverage industry. The Food Institute Advisory Group is able to act as a strategic advisor to venture capital firms and

private equity firms. From performing S.W.O.T. analyses on companies to evaluating the risk / reward on investment opportunities, The Food Institute can be a strategic partner for any investment group looking to improve its investment performance.



## Due Diligence Services

- Sourcing Investment Opportunities
- Valuation Analysis
- S.W.O.T. Analyses
  - ROI analysis
  - Risk analysis
  - Product assessment
  - Management team due diligence
- Investment Portfolio Administration
  - Investment Tracking

# Testimonial



“The Food Institute has been a strategic ally for ProChile. Through their Gateway to the US Market program, they helped Chile’s companies learn about the US markets and connect with importers, buyers, and other relevant partners in the food & beverage industry.

The Food Institute has a great team with knowledgeable instructors. They helped clarify how our companies can effectively navigate the complexities of the US market and assess the market potential of various food & beverage products. I would highly recommend The Food Institute program to any international trade commission or company that seeks to promote different food & beverage products into the US market.”

– **Christophe Desplas**

Chile Trade Commissioner New York  
ProChile



# Contact

## Brian Choi

Managing Partner/CEO

Brian Choi is Managing Partner & CEO of The Food Institute, the leading source for food industry news, data, and market trends. Brian is also an experienced financial executive in the Food & Beverage industry. Earlier in his career, Brian served as Vice President of Finance & Business Development at Woerner Holdings, LP, a single-family investment office focused on private equity investments in the food, beverage, and agricultural industries. Previous experiences also include roles at Ernst & Young, Lehman Brothers, and Goldman Sachs. Brian is a CFA Charterholder and holds a Finance degree from the University of British Columbia in Canada.



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## Jenny Youn

Advisory Group Partner

Jenny Youn is an Advisory Group Partner at The Food Institute. She is a tenured strategic leader with a track record of building high-growth business and driving new revenue opportunities. She has experience working with companies from start-ups to Fortune 100 companies such as Microsoft and Disney. She received her B.S. from the Massachusetts Institute of Technology and her M.B.A from Harvard Business School.



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