

Marketing Consulting Services for Contract Food Service Industry

DRIVING STRATEGY | MAXIMIZING IMPACT | DELIVERING RESULTS

Why JL Consulting?

JL Consulting brings over two decades of marketing leadership to the contract food service industry. No matter your needs or objectives, JL Consulting has the expertise to deliver bold strategies, tailored solutions, and measurable outcomes to help your company grow like never before. With leadership experience at Cura Hospitality, Unidine, Chartwells, and Aramark, Jared Levin specializes in translating vision into reality and marketing into growth.

What We Offer

Strategic Marketing & Brand Development



- Strategic planning (organization- or unit-level)
- Brand and program assessments
- Marketing org structure and process analysis
- Marketing audits and opportunity reports
- Brand positioning & storytelling

Sales Growth & Revenue Optimization



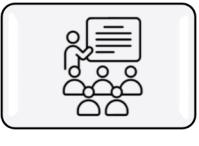
- Sales activation programs and promotions
- Retail strategy: planograms, pricing, menu mix, beverages, LTOs
- Menu engineering + performance tracking
- Dining space refreshes and merchandising
- RFP strategy

Customer Experience & Client Retention



- Surveys, focus groups, research, loyalty strategies
- Communication and engagement
- Digital and social media planning
- Signage templates, promotional calendars, presentations (print & digital)

Training & Organizational Development



- Marketing and brand training for leadership and staff
- Sales driving tactics and impact
- Impactful merchandising and eye-catching presentations

Proven Results

- 20% to 50% growth in sales
- Consistently exceed financial and client financial goals
- Significant impact in customer & client satisfaction & engagement scores.

Testimonials

"Jared is a highly skilled marketing guru!" **Trenna Grice, Elior North America**

"Jared has a laser focus on driving impactful marketing strategies that enhanced our operations." **Kenneth Ivory, Cura Hospitality**

"Jared is an exceptional marketer who has proven time and again to increase revenue." **David Fisher, Compass Community Living**

Available for virtual, hybrid or onsite consulting across North America & Canada

LET'S MAKE
AN IMPACT!

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