

# Marketing Consulting Services for the Food Industry

DRIVING STRATEGY | MAXIMIZING IMPACT | DELIVERING RESULTS

## Why JL Consulting?

JL Consulting brings over two decades of marketing leadership to the food 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 holding many different marketing roles and responsibilities, Jared Levin specializes in translating vision into reality and marketing into growth...all designed to significantly grow your bottom line!

## What We Offer

### Strategic Marketing & Brand Development



- Strategic planning & execution
- Brand and program assessments
- Marketing structure and process analysis
- Marketing audits and opportunity reports
- Brand positioning & storytelling

### Sales Growth & Revenue Optimization



- Sales activation programs and promotions
- Retail selling strategies: impulse, planograms, pricing, menu mix, combos, beverages, promotions
- Menu engineering + performance tracking
- Dining space refreshes and merchandising

### Customer Experience & Retention



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

### Training & Development



- Marketing and brand training
- Sales driving tactics and impact trainings
- Impactful merchandising and eye-catching presentations
- Waitstaff & hospitality trainings

## 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 Group*

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

LET'S MAKE  
AN IMPACT!

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**JL** Consulting