



# Food for Thought Conference

The Roosevelt New Orleans  
New Orleans, LA | April 16 – 18, 2019  
#ICSC



## TUESDAY APRIL 16

### Registration

6:00 – 6:30 pm

Roosevelt, Lobby Level

### Second Line Parade

6:30 – 7:00 pm

In true New Orleans fashion, strut behind a brass band through the streets starting at the Roosevelt Hotel and ending at Pythian Market.

Please gather at the back entrance of the Roosevelt Tower 1, located on Baronne Street. The parade will start at 6:30 pm.

### Networking Reception

7:00 – 8:00 pm

Pythian Market

Badges are required. Badge pick-up is at the Roosevelt on the Lobby Level.

Pythian Market is a food hall and gathering space in downtown New Orleans. An urban food collective celebrating New Orleans' undeniable spirit and the Pythian Building's remarkable history. It is a place for community, locally-sourced fare and art.

## WEDNESDAY APRIL 17

### Registration

7:00 am – 6:15 pm

Roosevelt Ballroom Foyer, Mezzanine Level

### Continental Breakfast

7:30 – 8:15 am

Roosevelt Ballroom Foyer, Mezzanine Level

No breakfast service after 8:15 am.

### Welcome and Opening Remarks

8:15 – 8:30 am

Roosevelt Ballroom, Mezzanine Level



**Naveen Jaggi**

Food for Thought Conference Program Planning Committee Chair  
President, Americas Retail Advisory Services, Leasing and Capital Markets  
JLL

### General Session | If You Build It... The Making of a Food Hall

8:30 – 9:30 am

Roosevelt Ballroom, Mezzanine Level

A case study of the food hall at Rock Row in Portland, Maine, scheduled to open 2021.

MODERATOR



**Phil Colicchio**

Executive Managing Director  
Colicchio Consulting, a Division of  
Cushman & Wakefield

PANELISTS



**Edward Eimer**

President  
Eimer Design



**Josh Levy**

Partner  
Waterstone Properties Group



**Akhtar Nawab**

Chef & Owner, Alta Calidad  
Co-Founder, Hospitality HQ

### General Session | Food Fight!

9:30 – 10:30 am

Roosevelt Ballroom, Mezzanine Level

What happens when two top retail researchers take each other on over the hot F&B topics of the day? A coin flip at the start of a series of mini debates will determine which side each debater will be on. Audience response will determine the winner. The debates will be followed by a frank discussion in which each researcher will come clean on which side of each debate they actually come down on.

MODERATOR



**Naveen Jaggi**

Food for Thought Conference Program Planning Committee Chair  
President, Americas Retail Advisory Services, Leasing and Capital Markets  
JLL

DEBATERS



**James Cook**

Americas Director of Research, Retail  
JLL



**Melina Cordero**  
Global Head of Retail Research  
CBRE

**General Session | RestaurantAINMENT**

10:45 – 11:30 am

**Roosevelt Ballroom, Mezzanine Level**

Restaurants around the world are adding new and creative uses: tabletop games, e-sports, music, dancing, physical sports, karaoke and even gambling where legal. Discover some of these new concepts and how 1+1 can equal 3 in the dining world, for both landlords and tenants.

MODERATOR



**Adam Schwegman**  
Senior Vice President, Eat/Drink  
Brookfield Properties

PANELISTS



**Alan Cichon**  
President of US Operations  
Social Entertainment Ventures



**Kyle Noonan**  
Founder & CEO  
FreeRange Concepts



**Scott Simon**  
Founder & CEO  
Voicebox Karaoke

**Networking Lunch**

11:30 am – 12:15 pm

**Roosevelt Ballroom Foyer, Mezzanine Level**

No lunch service after 12:15 pm.

**CEO Report**

12:30 – 1:00 pm

**Roosevelt Ballroom, Mezzanine Level**



**Tom McGee**  
President & CEO  
ICSC

**Keynote Presentation | Invigorating Great Brands**

1:00 – 1:45 pm

**Roosevelt Ballroom, Mezzanine Level**



**Paul Brown**  
Co-Founder & CEO  
Inspire Brands, Inc.

**Concurrent Sessions**

2:00 – 2:45 pm

**A. The Importance of Convenience and Technology in Food & Beverage**

**Roosevelt Ballroom 5**

Consumers demand speed via drive-thru lanes, pick-up windows, ordering/pay apps, digital counter ordering and delivery. What are restaurants doing to improve top line sales and increase customer traffic?

MODERATOR



**Guy Mercurio**  
Vice President Leasing  
Director of National Restaurant Leasing  
Macerich

PANELISTS



**Kevin Blesy**  
Head of Strategy  
& pizza



**Glenn Edwards**  
U.S. Managing Director  
LEON



**Jason Kastner**  
Director of Real Estate  
Sweetgreen



**Andrew McCaughan**  
Vice President of Development  
Shake Shack

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# Food for Thought Conference

## B. Private Equity in Food & Beverage

### Roosevelt Ballroom 4

How has private equity shaped the decision-making process for tenants and landlords?

MODERATOR



**Kyle Kavanaugh**  
President  
Main & Main, Inc.

PANELISTS



**Christian B. Johnson**  
Partner  
Freeman Spogli & Co.



**Chris Roberts**  
Partner, Growth Fund  
L Catterton

## General Session | America's Favorite Food Destination

3:00 – 3:45 pm

### Roosevelt Ballroom, Mezzanine Level

A look at the history and future of the New Orleans food and beverage scene.



**Elizabeth Williams**  
Founder  
National Food & Beverage Foundation;  
The Southern Food & Beverage Museum

## General Session | The Dynamics of Grocery and Convenience Stores on Restaurant Food & Beverage

3:45 – 4:30 pm

### Roosevelt Ballroom, Mezzanine Level

With restaurant sales challenging grocery sales, what's the impact of grocery and convenience stores on restaurant sales? How are grocers and convenience stores positioning themselves by offering prepared/packaged foods, delivery, online ordering, craft beer/wine bars, seating and TV's?

MODERATOR



**Stephanie Mineo**  
Vice President  
Unibail-Rodamco-Westfield

PANELISTS



**Joe Brady, III**  
Divisional Vice President, Real Estate  
Walgreens



**Paul Hilliard**  
Vice President of Real Estate  
Whole Foods Market

## General Session | Unique Experiences – Innovative Restaurant Concepts

4:30 – 5:15 pm

### Roosevelt Ballroom, Mezzanine Level

Brick and mortar restaurants have morphed into so much more over the past few years. Find out how they're using AI, robotics and creative menus to spice up the restaurant experience.

MODERATOR



**Michael Dubin**  
President  
Dubin & Associates, Inc.

PANELISTS



**David Adir**  
Founder  
Steakology  
The Carving Board



**Eric Chappell**  
Imagine Lead  
Zume Inc.



**Kimberly Gros**  
Founder  
SteelCraft

## Networking Reception

5:15 – 6:15 pm

### Roosevelt Foyer, Mezzanine Level

## Optional Event | Dine-Arounds

6:30 – 8:30 pm

Registration is required and a separate fee applies. For more details, visit [www.icsc.org/2019FFT](http://www.icsc.org/2019FFT) and scroll down to Additional Links and click on the link under Dine-Arounds.

**THURSDAY APRIL 18**

**Registration**

7:00 – 11:30 am

Roosevelt Ballroom Foyer, Mezzanine Level

**Continental Breakfast**

7:30 – 8:00 am

Roosevelt Ballroom Foyer, Mezzanine Level

No breakfast service after 8:00 am.

**General Session | Emerging Concepts**

8:00 – 9:00 am

Roosevelt Ballroom, Mezzanine Level

Hear about some of the most industrious concepts directly from their leadership teams in the fastest growing sector of the restaurant industry. Discussions will include unit growth and new markets, projections, recent sales, trends, competition, and their personal overview of current conditions in this dynamic ever growing sector we call Emerging Concepts.

**MODERATOR**



**Ken Stern**

First Vice President, Advisory & Transaction Services, Restaurant Practice Group  
CBRE

**PANELISTS**



**Lauren Bailey**

Co-Founder & CEO  
Upward Projects



**Becky Mulligan**

CEO  
The Little Beet



**John Plew**

Owner  
Thirsty Lion Gastropub & Grill



**Fabio Viviani**

Celebrity Chef & Hospitality Developer  
Fabio Viviani Hospitality Restaurant Group

**Keynote Presentation | Restaurant and Foodservice Industry Forecast**

9:00 – 10:00 am

Roosevelt Ballroom, Mezzanine Level



**Melvin Rodrigue**

President & CEO, Galatoire's Restaurant  
Vice Chairman, National Restaurant Association

**General Session | Evolve or Die – Maintaining Your Relevance**

10:15 – 11:15 am

Roosevelt Ballroom, Mezzanine Level

Find out how restaurant operators have evolved their concepts and consumer experience from the age-old segment of dining out.

**MODERATOR**



**Kyle Kavanaugh**

President  
Main & Main, Inc.

**PANELISTS**



**Paul Ballard**

Owner  
Ballard Brands



**Brandon Landry**

Founder, Co-Owner & CEO  
Walk-On's Bistreaux & Bar

**Closing Remarks**

11:15 – 11:30 am

Roosevelt Ballroom, Mezzanine Level



**Stephanie Mineo**

Vice President  
Unibail-Rodamco-Westfield

*Program information current as of April 9, 2019.*

## PROGRAM PLANNING COMMITTEE

**Naveen Jaggi**, Food for Thought Conference Program Planning Committee Chair, JLL

**Brenda Canada**

**Michael Dubin**, Dubin & Associates, Inc.

**Peter Haback**, Seritage Growth Properties

**Kyle Kavanaugh**, Main & Main, Inc.

**Jeffrey McNeal**, Fessel International

**Guy Mercurio**, Macerich

**Stephanie Mineo**, Unibail-Rodamco-Westfield

**Adam Schwegman**, Brookfield Properties

**Suk Singh**, Bloomin' Brands, Inc.

**Ken Stern**, CBRE

**Adam Williamowsky**, StreetSense

**Adam Williams**, Legacy Real Estate Advisors, LLC

**Tabassum Zalotrawala**, Chipotle Mexican Grill, Inc.

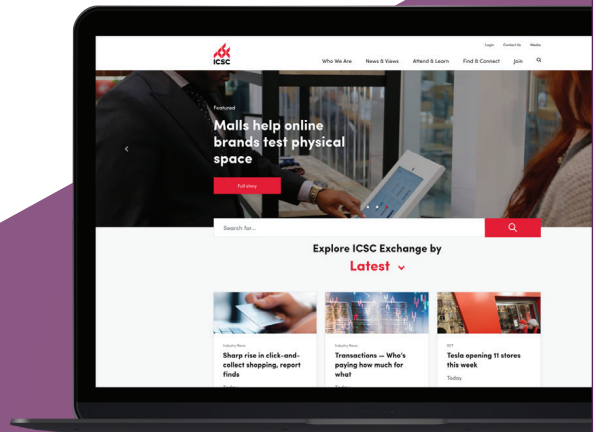


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countries. In 2018, the firm had revenue of \$8.2 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com) or follow @CushWake on Twitter.

### Gold



In the experience-driven world, meaningfully connecting is more valuable than any physical product or service. Forging lasting bonds throughout the entire customer journey has

never been more important for retailers – or more difficult. As the number one real estate advisory and transactions services firm in the world, CBRE offers a combination of integrated solutions, unique insight, and unmatched experience to deliver successful outcomes for retailers, restaurateurs, investors, owners and developers. With more than 1,400 dedicated retail experts around the globe, CBRE has more market intelligence, experience and retailer knowledge than any other real estate provider. A partnership with CBRE ensures data-based decision making, expert advisory and future-focused solutions for your all of your real estate needs.



At JLL, we are passionate about Retail, and we're ready to share intelligence to help you achieve your ambitions. To us, retail intelligence is more than just information. It's the combination of three key elements. First, we have reliable

data and powerful connections across the globe. As the leading third-party retail service provider, we have access to more than 1,960 centers totaling 160 million square feet under management, lease, and sale. That's Market Intelligence. And, because we are all people we talk like people, our meetings are conversations and our relationships are collaborations. We have 200 retail brokerage experts spanning 40 markets, supporting 1,585 retail clients. That's People Intelligence. Then natural curiosity kicks in. We move steps ahead of the industry and are constantly seeking inspiration. That's Future Intelligence. Together these work to form Retail Intelligence. The fuel for your Ambitions. For more news, videos and research from JLL's retail team, please visit: [www.jllretail.com](http://www.jllretail.com).

### Silver





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MORE BIG IDEAS.**

# RECON

May 19 – 22, 2019 | Las Vegas, NV | #ICSCRECon  
Las Vegas Convention Center & Westgate Hotel

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