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  

**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

Concurrent Sessions  
10:45 – 11:30 am  
A. On the Move: Running a Food & Beverage Business in a Transit Hub  
Roosevelt Ballroom 4  
MODERATOR  
Stephanie Mineo  
Vice President  
Unibail-Rodamco-Westfield

PANELISTS  
Glenn Edwards  
U.S. Managing Director  
LEON  
Tabassum Zalotrawala  
Chief Development Officer  
Chipotle Mexican Grill, Inc.

B. RestauranTAINMENT  
Roosevelt Ballroom 5  
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  
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  
Jason Kastner  
Director of Real Estate  
Sweetgreen  
Andrew McCaughan  
Vice President of Development  
Shake Shack
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 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

Jose Garces
Restaurateur
Iron Chef

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 4, 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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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.

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