



FOR MORE INFORMATION, CONTACT:

Kay Segal
Segal Insights
602-690-8501
kay@segalinsights.com

SEGAL INSIGHTS & SOLUTIONS ADDS FOOD CONCEPTS, INC. TO CLIENT ROSTER

New Arizona consultancy provides business development analysis and growth strategies

(Scottsdale, Arizona - June 15, 2015) Segal Insights, an Arizona-based business development consultancy firm, recently added Food Concepts, Inc. to its roster of clients. Segal Insights provides trends analysis and growth strategies for non-traditional foodservice operators, retailers and suppliers.

Food Concepts, Inc. (FCI) is a Wisconsin-based organization, specializing in building brand experiences. FCI (www.foodconcepts.com) designs and creates physical environments, branded merchandisers, logos and marketing materials to communicate and support foodservice brands as well as other supplier and retailer brands.

“I am extremely happy to be working with FCI, in the areas of strategic business review and partner development, as well as some fulfillment modeling that enhances how they interact with multi-unit operators for installations - an area of differentiation for FCI,” said Kay Segal, president of Segal Insights.

Formerly Senior Vice President for CSP Business Media of Mesa, AZ, Segal has decades of experience in traditional and non-traditional foodservice operations and business facilitation. Her firm offers expertise in all areas of the food retailing industry, including convenience retailing operations, foodservice development, marketing, and business-to-business media.

“We could not be more excited about the wealth of knowledge Kay Segal brings to our organization,” said Brad Duesler, founder and president of FCI. “I have known her for more than 20 years and am thrilled to have her engaged with us and our clients.”

About Segal Insights

Arizona-based consultancy firm, Segal Insights helps leaders in the foodservice, convenience store and petroleum industries crystallize vision and forge new paths with “outside-in” thought leadership, independent vision and opinions grounded in first-hand industry experience.



Its network of subject matter experts complement the specific skill sets of President Kay Segal, allowing for intellectual and tactical engagement in a customized format, equating to exceptional value for the client. For more information, email kay@segalinsights.com.

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