

# How Talkwalker Serves Up Food Industry Success

We recognize the vital role restaurants play in the social fabric, the intricate relationship between food and the cost of living, the complexities of product sourcing, and the growing influence of dietary choices.

Our mission is to empower Food Companies with comprehensive tools and invaluable insights to navigate their biggest challenges head-on and unlock new opportunities.



## Your Challenges

Discover how Talkwalker supports your digital strategies.

Rapidly evolving consumer preferences, regulatory changes, and emerging trends pose significant challenges.

Consumer demand for sustainable and ethically sourced food is on the rise.

The shift to e-commerce, direct-to-consumer models, and box subscriptions can be overwhelming.

## Our delicious solutions

These are just a few ways to use Talkwalker to enable your marketing and decision-making.

### Real-time social listening

Monitor conversations, sentiment, and emerging trends across social media platforms to gain a comprehensive understanding of consumer preferences.

### Competitive benchmarking

Stay ahead of your rivals by tracking their campaigns, audience engagement, and industry positioning.

### Trend analysis

Leverage Talkwalker's advanced analytics to uncover emerging food industry trends and capitalize on new opportunities.

### Crisis management

Identify and mitigate potential crises promptly, protecting your brand's reputation and consumer trust.

We've got rich experience.

Specific case studies at the hands of our Customer Success Teams will help guide you.



Discover how a leading US food ordering and delivery platform utilized Talkwalker to address customer concerns resulting in improved safety measures, creative marketing campaigns, and increased customer satisfaction.



Learn how a large French Food Company leveraged Talkwalker's insights to break down data silos to make critical business decisions



Read about how the largest meal-kit provider in the US improved the efficiency and performance of its social marketing with Talkwalker.

The 1<sup>st</sup> choice of over 2,500 brands

**KraftHeinz**



**FERRERO**



**HERSHEY**



At Talkwalker, we understand the unique challenges facing the food industry.

Contact us